



MEMORANDUM

October 6, 2009

TO: RACHEL BORGATTI
San Diego County Public Works

FROM: PAUL GOODWIN
Goodwin Simon Strategic Research

RE: Findings from Survey of Unincorporated Residents on Storm Water Pollution

BACKGROUND AND METHODOLOGY

At the request of the San Diego County Department of Public Works, Goodwin Simon Strategic Research (GSSR) conducted a telephone survey of residents who live in unincorporated areas of the County. The main purpose of the survey was to provide a baseline measure of behaviors, awareness, and attitudes that are related to creating or preventing storm water pollution. This information will be useful in assessing progress towards goals required for state permits.

This study was conducted between September 17 and September 22, 2009. GSSR conducted 500 telephone interviews with registered voters with a land line or wireless telephone who live in unincorporated areas of the county.

We drew a sample from the official county voter file (which includes specific addresses for each record, allowing identification of those only in unincorporated areas of the county). This methodology excludes non-voters, who tend to be less affluent and younger than the population as a whole. Thus in this report, we refer to "voters" when discussing respondents and the study population.

There were two main reasons for using a voter file rather than a traditional random digit dial (RDD) sampling methodology for this study. First, we can be nearly certain with this methodology that everyone in the sample does in fact live in an unincorporated area. That would be difficult to determine with precision using an RDD methodology.

Second, we saved the county tens of thousands of dollars in interviewing costs compared to the expense of an RDD sample in which we screened for unincorporated area residents. Given the current budget situation, using a voter file for the sample seems like a reasonable compromise.

Moreover, given the expansion of the voting rolls for last November's election, this problem of excluding non-voters from the sample is probably less of a concern than at any time in recent memory. Many younger, less affluent, and non-white people registered to vote for that election and thus were eligible for this sample. Nonetheless, the reader should be clear that we are excluding roughly 25% of adults who are eligible to register to vote but have not done so (based on statistics compiled by the California Secretary of State in May of 2009).

The margin of error for this study is about plus or minus 4.3% at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 4.3% of the actual population proportions.

Of the interviews we completed, 8% were with residents with wireless telephone numbers, and 1% were completed in Spanish.

With the assistance of Action Research, we used geocoding to classify respondents into watersheds.

Where appropriate, we compare results from this survey of unincorporated voters with the countywide survey of residents we conducted in June of 2009. In that study, we asked respondents to self-identify as registered voters or not. Self-identification will typically result in some non-voters claiming to be voters, so the comparisons should be considered with that potential problem in mind.

This report presents results broken out by subgroups of voters (e.g., by men versus women or by watershed) only if the differences are both statistically significant using standard significance testing, and are of relevance.

SUMMARY AND CONCLUSIONS

The survey covered the following general topics:

- Polluting behaviors associated with yard and garden care
- Polluting behaviors associated with cleaning driveways and sidewalks
- Polluting behaviors associated with dog ownership
- Polluting behaviors associated with litter
- Awareness of the effects of storm water pollution on local waterways
- Knowledge of the storm drain system and sources of pollution
- Awareness of local government efforts to reduce storm water pollution
- Personal behavior changes to reduce pollution
- Pollution prevention websites and hotlines.
- Who is most likely to be polluting?

We start the summary by presenting results from questions about lawn and garden activities. Where appropriate, we compare results from this survey with results for registered voters countywide (drawn from the June, 2009 survey we conducted in San Diego County).

Polluting Behaviors Associated with Yard and Garden Activities

Compared to voters countywide, voters in unincorporated areas are much more likely to live in single family homes and have lawns and gardens. In fact, 89% of unincorporated voters live in a single family home compared to 63% of voters countywide. Eighty-seven percent of all voters in unincorporated areas have yards or gardens they maintain (93% of those not living in apartments), compared to 63% of all voters countywide. Indeed, we see in many questions in the survey that voters in unincorporated areas are more affluent than voters countywide, and more likely to live in a suburban or rural setting.

Nearly two of three voters in unincorporated areas maintain a yard or garden themselves (including 74% of those with a yard), with 12% (including 14% of those with a yard) who maintain it jointly with a gardening service. Only 10% of voters (12% of those with a yard) say they are not involved in maintaining their yard or garden. Clearly there is a sizable opportunity to reach out to unincorporated area residents on the issue of yard and garden care.

One issue related to yards and gardens that we explored in the survey is related to sprinklers. Nearly seven in ten (69%) of those with yards or gardens say they have an automatic sprinkler system, with 4% of these people who say that their sprinklers end up spraying a “noticeable” amount of water on the street. Of those with automatic sprinklers, 74% said they adjusted the sprinklers in the last year to reduce the amount of water they use, but 22% did not adjust their sprinklers. That comes to about 13% of all unincorporated area voters. Those in urban areas, and those whose gardens are maintained by an outside service were less likely to report adjusting their sprinklers. This suggests the value of reaching out to homeowners and gardeners in urban areas to encourage seasonal adjustments of sprinklers.

Unincorporated voters report widespread use of fertilizer on yards and gardens, with just over half (52%) of those with a yard and garden (that comes to 45% of all voters) who say that they used fertilizer in the past year. Those who use a gardener, and those over age 50 were much more likely to report fertilizer use, again pointing out the need to work directly with gardeners and gardening services.

About one in three unincorporated area voters with yards, 34%, reported using pesticides or chemicals on their gardens in the past year. This comes to about 30% of all voters. There was no difference in reported use of pesticides comparing those who maintain their gardens themselves, and those who use gardening services.

Driveways and Sidewalks

We asked voters with driveways for their home (about 88% of all respondents) how they clean it. Seventy-two percent with driveways said they sweep it, 51% said they blow materials off it, and 18% say they hose it down. Thus substantial proportions of voters in unincorporated areas admit to blowing and/or hosing their driveways clean, which can obviously contribute to storm water pollution.

Among those with gardeners, 62% blow their driveway clean, again suggesting the value of outreach to gardening services.

About 26% of voters in unincorporated areas in single family homes, duplexes/triplexes, or townhouses say they clean the sidewalks in front of their

homes. This compared to about 52% of such voters countywide. An important reason for this difference is that many voters in unincorporated areas, about 46% (49% of those in these types of dwellings), say they do not have any sidewalks in front of their home. Countywide, only about 9% of voters (13% of those in these types of dwellings) say they have no sidewalks.

As was the case with driveways, most (86%) in unincorporated areas who live in single family homes, duplexes/triplexes, or townhouses and clean their sidewalks did it by sweeping. But we also found that 23% of them admitted to hosing and 45% admitted to blowing their sidewalks clean in the past year. Clearly many do not know that this behavior is undesirable and leads to pollution.

Whites, those with gardeners, and those who use fertilizers were among those most likely to blow their sidewalks clean. Interestingly, those familiar with steps that local governments are taking to reduce storm water pollution – a group that, presumably, includes many people who have been on the receiving end of storm water pollution messaging – are much less likely to blow or hose their sidewalks clean and more likely to sweep it.

Dogs and Dog Waste

More than half the voters in unincorporated areas – 55% -- have dogs, compared to a far lower 33% of voters countywide. Rural residents are especially likely to report having a dog.

Eighty percent of unincorporated area voters with dogs say they walk their dog on a regular basis and the dog defecates on these walks. About 20% with dogs either do not walk their dog, or say their dog does not defecate on walks, a figure that is much higher than we found among voters who are dog owners countywide.

Looking only at those who walk their dog for this purpose, about 80% appear to be very diligent about picking up the waste, and 12% do not pick up waste or do not do so regularly. That comes to about 7% of all voters in unincorporated areas.

We see a higher proportion who say they do not always pick up dog waste among Latinos (20% of all dog walkers), those who less frequently pick up litter (16%), and those in rural areas (16%).

Among voters countywide, the numbers for cleaning up dog waste are fairly similar to what we find in unincorporated areas.

Among those who pick up dog waste on walks, 91% say they put it in the garbage. But 3% said they move or hose it into the street, and 18% said they leave it on the ground to decompose. Leaving it on the ground is especially common in rural areas. Among voters countywide, only 11% of those who pick up dog waste on walks say they sometimes leave it to decompose on the ground, so this is a much more common practice in unincorporated areas. Given the higher proportion of unincorporated residents with dogs, and the higher proportion of unincorporated residents who do not clean up dog waste properly, this would be a natural target for public education.

About two in three said they never or rarely saw dog waste on the block where they live in the past year, but 12% said they saw it frequently (an 8, 9, or 10 rating on a 1 to 10 scale). Dog waste is less visible in unincorporated areas than countywide (20% countywide rated the frequency of seeing dog waste on their block as an 8 to 10).

Litter

As was the case with dog waste on the street, 12% say they saw litter frequently (an 8,9, or 10 rating) on their block in the past year, with 67% who rarely or never saw it on their block (a 1, 2, or 3 rating). Among voters countywide, 20% say they saw litter frequently on their block, so as with the case with dog waste, litter is seen less often in unincorporated areas.

Among those who saw litter on their block in the past year, 50% said they always or nearly always pick it up (an 8 to 10 rating) and 19% say they rarely or never pick it up (a 1 to 3 rating). Those who are under age 35 were much less likely to pick up litter. We also found that those who are familiar with government efforts to clean up storm water pollution, as well as those who say they have changed their own behavior to reduce pollution, are more likely to report picking up litter. It seems likely that picking up litter is a behavior that people concerned about storm water pollution are willing to do and is thus an optimal behavior to encourage to help reduce pollution.

Voters countywide are slightly less likely to say that they pick up litter on their block, and also more likely to say they rarely or never pick up litter. This is more evidence that focusing on litter in unincorporated areas is likely to be an effective approach.

Perceived Impact of Pollution

About half of unincorporated area voters (50%) gave a response of 8 to 10 when asked how much pollution of “our beaches, oceans, lakes, and creeks” affects them

and their families, and 21% gave a rating of 1 to 3. A '1' response indicated they were not affected at all, and a '3' rating indicated they were affected a great deal.

Women, Latinos, and renters were most likely to say that such pollution affects them. We also saw strong correlation between concern about pollution and reported behaviors that would reduce pollution, such as not using chemicals and fertilizers, not hosing down sidewalks and driveways, and picking up litter. Moreover, we found higher levels of concern about pollution among those who claim to have changed their behaviors to reduce their impact on the environment.

This all suggests a strong relationship between concern for the impact of pollution on local waters, and a willingness to change behaviors. This relationship should be utilized in communications and outreach to unincorporated residents.

Concern among voters countywide was similar to that found among unincorporated area voters.

As evidence of this concern, nearly one in four (23%) said they avoided going in the water at a local ocean or bay beach in the past year due to concern about pollution, and another 13% said they avoided going in the water at a county lake or river for that reason.

Women, and those most exposed to local storm water pollution prevention efforts were most likely to report not going in the water.

Knowledge of the Storm Water System

Thirteen percent knew that they live in a watershed, compared to 10% of voters countywide. Whites, men, older voters, and rural voters were most likely to answer this correctly.

Nearly all the respondents, 94%, had heard of the term "storm drain." However, only 54% said that water on their streets goes into storm drains. This contrasts to 69% among voters countywide. As the negative response to this question was much higher in rural areas, it is possible that for many in unincorporated areas that are away from cities, they do not have storm drains under their streets.

Knowledge of storm drains is higher not only among the most educated in unincorporated areas, but also the most informed about local government actions to reduce storm water pollution and also those who say they have changed their behaviors to reduce pollution. There is a clear connection between knowledge and action.

Only 39% of voters in unincorporated areas knew that storm water is not treated. While this is identical to the results we found from voters countywide, it is lower than the 44% in the city of San Diego who knew the correct answer to this question. Eleven percent of unincorporated area voters said incorrectly that the water is treated, and 50% were not sure. There is clearly a long way to go in educating voters in these areas about how the storm drain system works.

Women, renters, Latinos, and younger voters were the least likely to know that the water is not treated.

When we asked respondents to name in their own words some “major sources of pollution,” we found litter to be most frequently mentioned, followed by auto fluids, fertilizers and pesticides, and cleaning products. Natural pollutants, such as leaves, rain, and other pollutants that are not man-made were far less frequently cited. As we have seen in many previous surveys, it is difficult to raise concern about pollution from natural materials that might end up in the street regardless of human action, such as dirt, grass, leaves, and the like.

Awareness of Local Government Action

Fully 40% in our survey said they were aware of “steps that any local government agencies in this area are taking to prevent pollution of the water in storm drains.” This compared to a similar 37% among all voters in the county.

Men were better informed than women, as were those who changed their behavior to reduce pollution, those who avoided going in the water due to pollution, and those who know that storm water is not treated. This suggests that those reached by local efforts to educate the public on storm water issues are better informed and altering their behavior appropriately – that is, that outreach efforts are successful in message delivery.

Changes in Behavior

About one in three voters in unincorporated areas (32%) said they made changes to their behavior in the past year to reduce storm water pollution. This compared to 37% of voters countywide. Latinos, those who were familiar with government programs to reduce storm water pollution, and those who stay out of the water due to pollution were most likely to report changing their behavior.

Of those who said they changed their behavior to help reduce storm water pollution, half said their changes were due to “hearing information about what polluted water

in storm drains does to local waterways, the beaches, and the ocean.” This was much more common among those in urban areas (64%) compared to those in rural areas (41%), suggesting either that those in urban areas are getting more information from non-county sources, or that simply more work needs to be done to capture the attention of rural residents.

When we asked respondents to describe in their own words some things they did or could to do help prevent storm water pollution, the responses were widely distributed across a broad range of actions, from picking up litter to conserving water to cleaning the gutter. Many responses had not been mentioned previously in the survey, such as taking the car to a carwash instead of washing it at home, and not putting motor oil in the street. This suggests a fairly sophisticated level of knowledge among unincorporated area residents.

Barriers to Reducing Storm Water Pollution

We read respondents eight statements that shared possible reasons for not doing more to reduce storm water pollution, and asked whether each item applied to them or not. The most barrier shared by the most respondents was simply not having given much thought to the issue, which 47% said applied to them. Forty-two percent said they don’t know much about actions they can take to reduce pollution.

In a second tier of barriers are not having enough time (34%), not considering this to be that important (33%), too much hassle (29%), and believing that what they do is too small to make a difference (24%). A third tier of barriers would be not caring because they do not go in the local waters (18%) and believing that it is too costly to take action (10%).

It is valuable to know that the most commonly shared barriers to action are lack of knowledge and lack of concern. It is likely that by 1) raising concern about the impact of storm water pollution not only on the environment, but also on the health of families that swim in these waterways, and 2) by offering a small number of steps that people can take to address these problems, the County can increase public participation in preventing pollution.

But the results of this question also tells us that a substantial number of unincorporated voters feel that taking action is either too much hassle or too time consuming, or not that important. So part of the message might focus on how easy it is to make a difference, and how important one’s action might be.

Women, younger residents, Latinos, and less affluent residents are especially likely to say that many of these barriers apply to them.

Website and Hotline on Storm Water Pollution

About one in ten (9%) said they have visited a website “to get information about ways to reduce storm water pollution.” This is identical to the proportion among voters countywide who said they visited such a website.

About one in five (21%) said they have heard of a telephone hotline to get information on preventing pollution or to report polluting activities.

Of those familiar with the hotline, 5% called it in the last year, which equals 1% of all respondents.

The main reason respondents said they would be interested in calling the hotline was to report activities that might be polluting local beaches and storm drains, cited by 54%. Twenty percent said the main reason they might call a hotline would be to get information on how to prevent pollution.

The most commonly cited reason for not calling a storm water pollution prevention hotline is simply that people say they “never see any polluting behavior” (53%). Smaller proportions (from 16% to 20%) said they would not call such a hotline for fear of what their neighbors might do if they reported them for polluting behavior, lack of time, concern about confidentiality, and a sense that identifying such behaviors is the responsibility of government, not the people.

These responses suggest the value of reassuring residents of their confidentiality should they call to report polluting behavior, and also that people need to be told exactly what polluting behavior they should report. Since more than half say they never see such behavior, while in fact it is quite common, this suggests that people are not recognizing what is and is not appropriate behavior when it comes to storm drain pollution.

The most convenient way to report storm drain pollution for most unincorporated area voters is by telephone, cited by 52%. This is to be expected given that previous questions in the survey had mentioned the telephone hotline. But we did find that 18% said sending an email would be most convenient, and this is especially the case among those under age 35. Ten percent said that entering information on a website would be most convenient, and 5% said texting would be most convenient.

Polluters

We defined polluters as those who:

- Admitted they hose down their driveway or sidewalk, OR
- Rarely or never pick up dog waste on their walks, OR
- Left dog waste on the ground to decompose, OR
- Rarely or never pick up litter on their block.

One in three voters qualified for this description. Latinos are more likely to be engaged in potentially polluting behaviors, along with men under 50. Whites, renters, and women are less likely to be polluters.

Conclusions

Outreach to residents of unincorporated areas face different challenges than outreach to the county as a whole. Unincorporated area residents, at least looking at voters, are more educated, more rural, more likely to be homeowners, older, and less likely to be minority compared to residents countywide. They are more likely to have yards and gardens, more likely to have driveways and sidewalks to clean, and more likely to have a dog.

The presence of so many with yards and gardens to maintain, and the higher levels of polluting behavior we see among those who use a gardening service, suggests the value of direct contact with such service providers. We see those who use gardening services less likely to adjust their sprinklers seasonally to reduce water use, and more likely to use fertilizers.

We also see that many unincorporated area voters are willing to admit that they blow their driveways and sidewalks clean (with fewer but still a sizable proportion who admit to hosing). It seems likely that either 1) most of those who blow and/or hose these surfaces clean simply do not know that this is illegal behavior that causes pollution or 2) the survey is substantially under-reporting this behavior. Outreach on this issue is always challenging because fewer people see materials such as dirt that are washed off of such services to be dangerous. Perhaps a more effective result would be to focus on the importance of not washing or blowing residue from automobile fluids on driveways (which people easily recognize as hazardous) into the street.

Another challenge on this topic we find for unincorporated areas is that many people report not having sidewalks, and/or not having storm drains. The former point means that outreach on sidewalks would be very inefficient, and the latter

means that many residents would simply not take seriously concerns about materials from their properties washing into storm drains, and thus into the ocean.

The presence of so many dogs in the household is an opportunity for effective outreach. However, many rural residents indicate that they do not walk their dogs (possibly because the dogs can roam on their own in large back yard areas). Still, sizable proportions either do not clean up after their dogs on walks, or do not do so properly. Again, we see especially among those in rural areas that many leave dog waste on the ground to decompose. If this waste is unlikely to reach streets, or if people believe their streets do not connect to storm drains and thus the ocean, asking residents to clean up dog waste to protect the ocean may be unconvincing.

Such messages might be better delivered to suburban and urban areas that are unincorporated.

Litter is seen less frequently in unincorporated areas compared to the county as a whole, but picking it up is common and is associated with better awareness of storm water issues. We also know that people easily associate litter with storm water pollution, suggesting this behavior (i.e. not littering or picking it up) would be a good topic for outreach efforts.

A barrier to proper behavior is lack of knowledge, and we see considerable evidence in the survey that many in unincorporated areas still do not understand the mechanics of the storm water system – that is, they do not know that storm water is not treated. In fact it is striking that despite the higher levels of education and affluence among unincorporated residents, knowledge of the storm drain system is not appreciably higher compared to the county as a whole. Women, Latinos, and young people are especially likely to be uninformed that storm water is not treated.

The survey does suggest that existing government outreach efforts have translated successfully into behavioral changes as well as increased understanding of the storm drain system. But awareness of such efforts is limited to only 40% of the voters in unincorporated areas, so clearly there is much more work to be done.

As noted above, lack of knowledge as well as lack of concern about the impact of storm water pollution on human health as well as the environment, are the two most commonly cited barriers to action. We also know that knowledge of the system, along with concern about the effects of storm water pollution on one's family, are strongly correlated with reports of proper behaviors. Thus it makes sense to make the connection for people between their actions, and the health of their families and the sea.

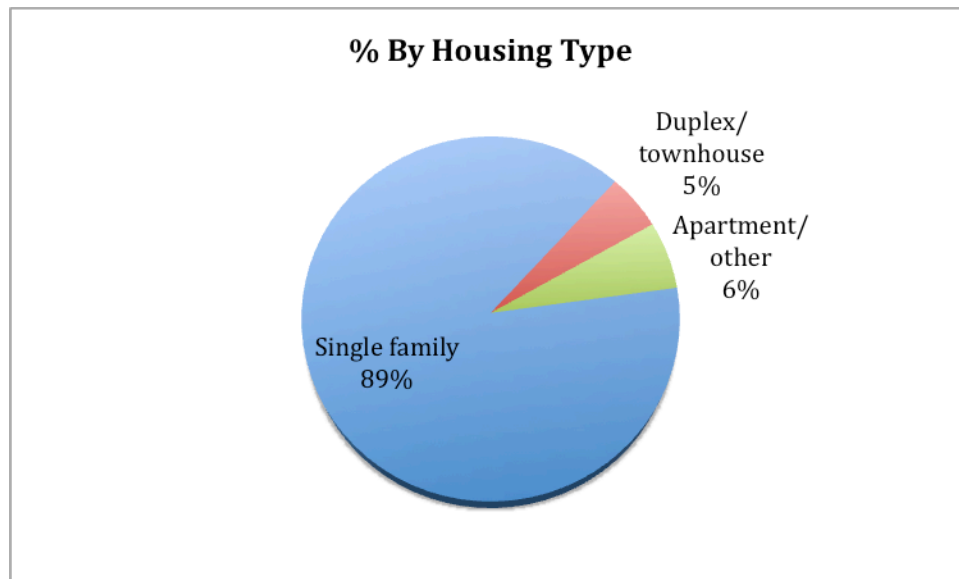
DETAILED FINDINGS

We start our review of the survey findings by looking at results of questions that are related to the potential for polluting behavior associated with lawn and garden care.

Gardening Activities

Type of Home

The gardening-related questions were asked only of those voters who lived in a single-family home, a duplex or triplex, or a townhouse. Apartment and condo dwellers were skipped from these questions. We found that 89% of unincorporated area voters live in a single-family home, with another 5% who live in a duplex/triplex or a townhouse. Only 6% live in an apartment or some other kind of dwelling unit.



There was only slight variation in response to this question. Those a bit less likely to live in a single-family home included:

- Those under 50 (86%) compared to older voters (91%)
- Those who say they live in urban areas (80%) compared to those who say they live in suburban areas (87%) and those who say they live in rural areas (93%)

- Those who say they rent their home (11% overall, and 50% of them say they live in a single-family home) compared to homeowners (94%).

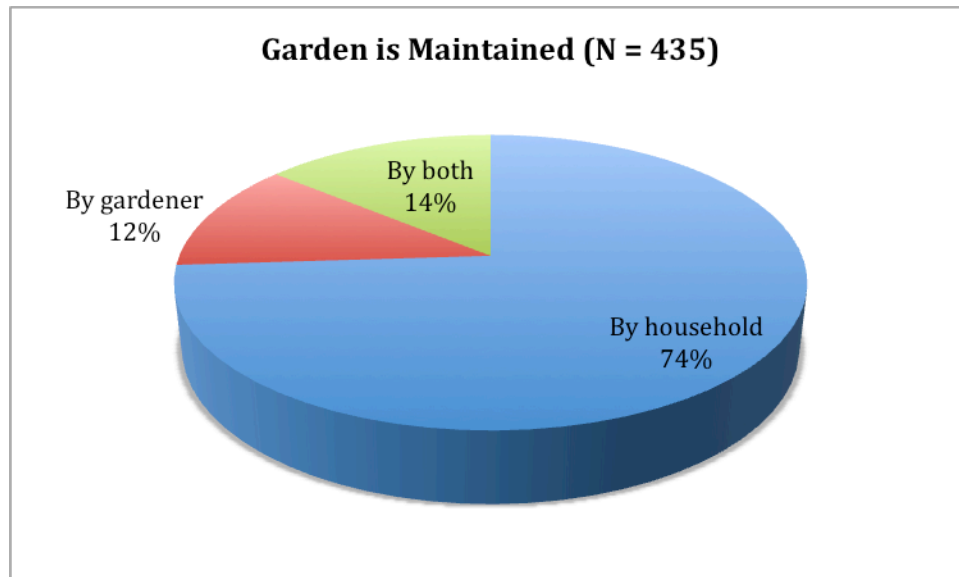
In the countywide study, 72% of those who said they were registered voters said they lived in a single-family home, duplex/triplex, or townhouse, compared to 94% of voters in unincorporated areas. This pattern of unincorporated voters being more affluent than voters countywide repeats throughout the survey results.

Do You Have a Yard or Garden?

We then asked those who live in single-family homes, townhouses, or duplexes/triplexes if they have a yard or garden that they are “responsible for.” Ninety-three percent in such dwellings said they have such a yard or garden, which comes to 89% of all respondents.

Who Maintains Your Yard or Garden?

Most people who have a yard or garden maintain it at least in part themselves, with just 12% who said a gardening service alone maintains it. Fourteen percent said they maintain it jointly with a gardening service, while 74% say they do it themselves (along with others in the household).



Those more likely to have a gardening service do the work include:

- College-educated men (15%) compared to less educated men (6%)

- Those in the 5th supervisor district (16%) compared to those in the 2nd District (10%)
- Those in the San Dieguito watershed (24%).

In the countywide study, response to this question was nearly identical: 70% say they do the gardening themselves, 14% say a gardening service does it, and 15% say they do it jointly.

Do You Have an Automatic Sprinkler System?

About two in three unincorporated area voters (69%) who have a yard or garden say they have an automatic sprinkler system. This compares to 64% of voters countywide.

Latino voters are much less likely than others to report having a sprinkler system (56% of Latinos compared to 71% of others). We also see that:

- 73% of those with a college degree have a sprinkler system compared to 63% of others
- 63% of those who maintain their yards themselves have sprinklers, compared to 84% of those who use a gardening service
- 82% of those in the 5th supervisor district have sprinklers, compared to 61% of those in the 2nd district
- 56% of those in urban areas have sprinklers compared to about 70% of others
- Those in the San Diego River (60%) and San Diego Bay (66%) watersheds appear less likely to have sprinklers than others.

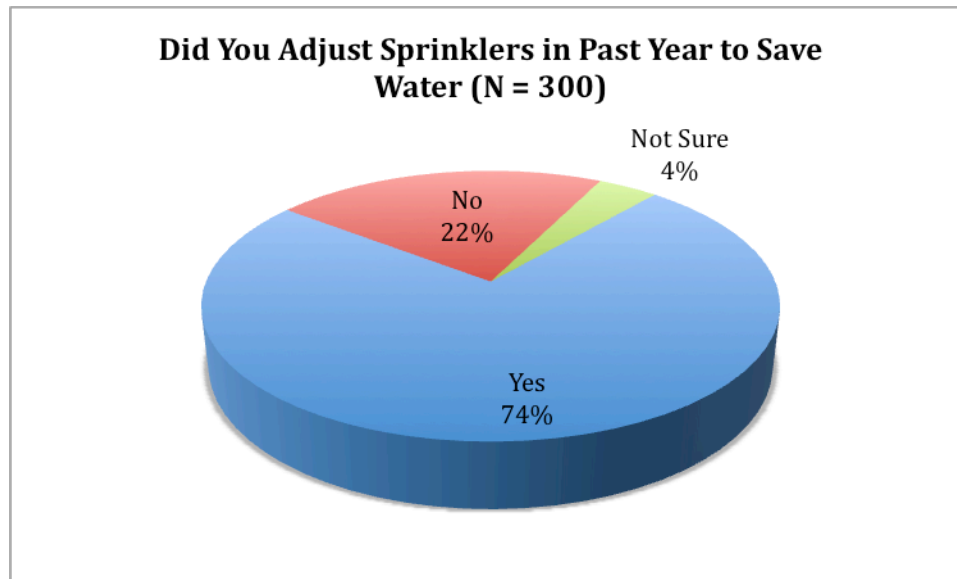
Do Your Sprinklers Put Water in the Street?

We asked those with sprinklers if they end up spraying “a noticeable amount of water in the street.” Only 4% said this was the case among unincorporated area voters, compared to 11% of voters countywide.

Among those who have heard about steps taken by local government to prevent storm water pollution, 2% say their sprinklers spray water in the street, compared to 5% of others.

Did You Adjust the Sprinklers in the Past Year to Save Water?

Nearly three of four (74%) registered voters in unincorporated areas with sprinklers said they adjusted them in the past year to reduce the amount of water they use, but 22% did not.

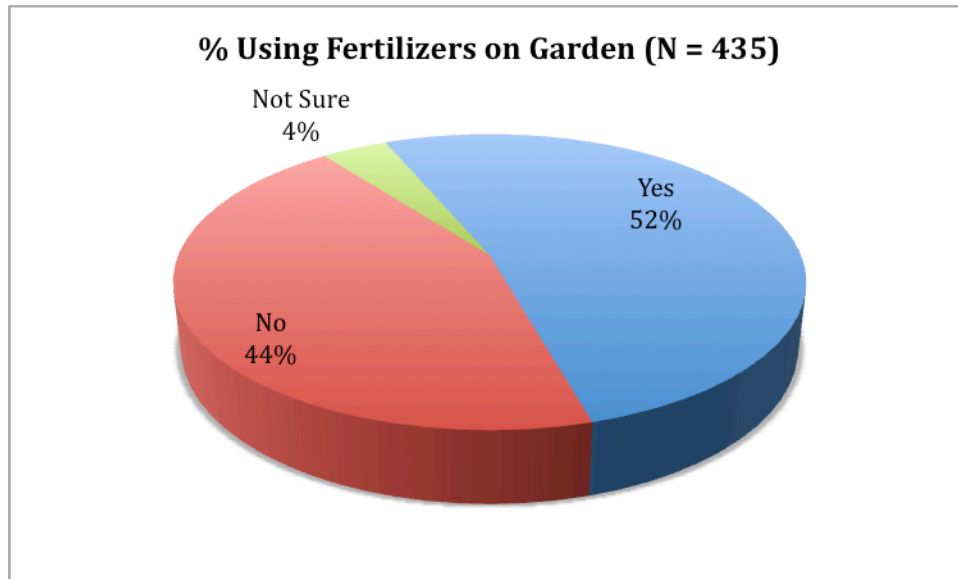


We found that voters with a college degree were much more likely (84%) than less educated voters (66%) to say that they have adjusted their sprinklers to save water. Those in supervisor district 5 were more likely to do so than those in District 2 (81% to 70%). We also found that urban voters with sprinklers were much less likely to report adjusting them to save water, at just 59%. Those who do their own gardening were less likely to adjust their sprinklers (26% did not, compared to 14% of those who have a gardening service.)

In the countywide study, 78% of voters said they adjusted their sprinklers, very similar to what we found for voters in unincorporated areas only.

Fertilizer Use

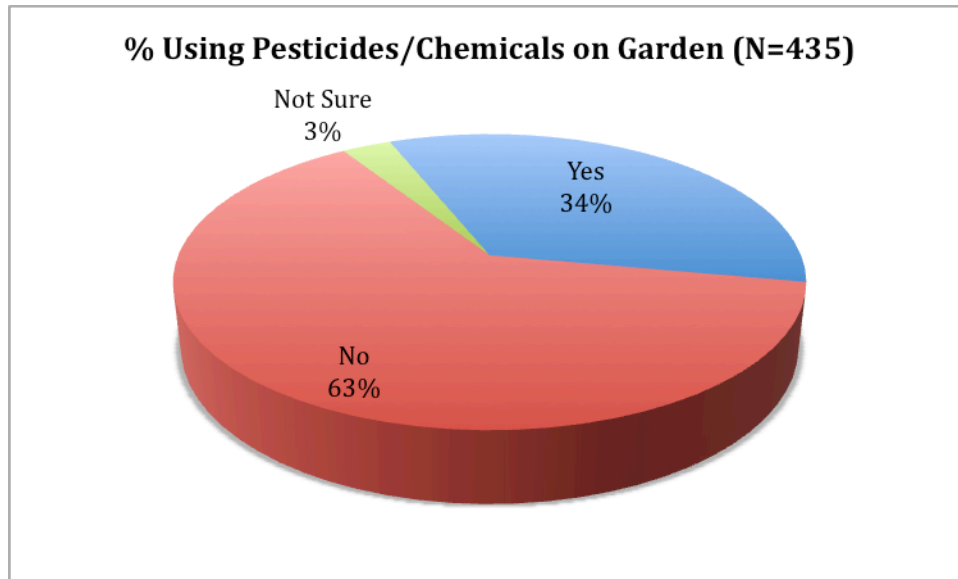
Fertilizers are widely used in unincorporated areas. Fifty-two percent of unincorporated area voters with yards told us they used fertilizers on their yard or garden in the last year (compared to 50% of voters countywide with yards).



- Voters over age 50 were more likely than younger voters (56% to 45%) to report fertilizer use, with seniors most likely at 61%
- Those hiring gardening services were more likely at 60% to use fertilizers compared to those who maintain their own gardens, at 49%
- Use of fertilizers was highest in the Santa Margarita watershed, at 67%
- Those who hose their driveway were also more likely to use fertilizer (at 61%).

Use of Pesticides or Chemicals

About a third (34%) of unincorporated voters with yards report using pesticides or chemicals on their yard or garden “to control insects, weeds, or plant diseases.” This compares to 30% of voters countywide with yards.



Those more likely to use pesticides or chemicals include whites (37%) compared to non-whites (26%). Seniors (39%) were more likely to use pesticides than most younger age groups.

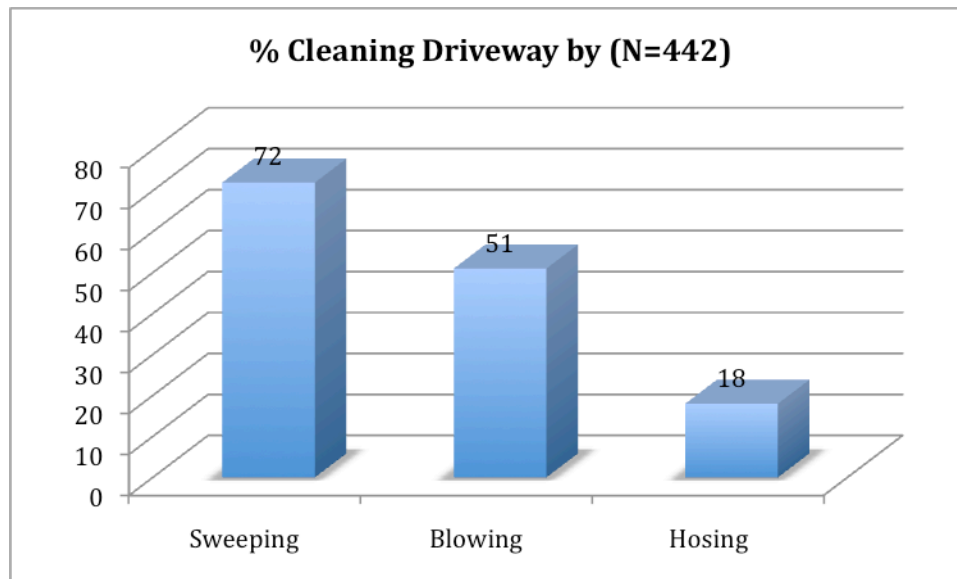
Driveways and Sidewalks

The next section of the survey was intended to assess how frequently residents engage in potentially polluting behavior associated with cleaning driveways and sidewalks. We first screened respondents who live in single-family homes, duplexes/triplexes, and townhouses to make sure that they have a driveway or off-street parking areas for their home. Fully 94% said they did have one.

Cleaning the Driveway

The next set of questions explored how many residents hose or blow materials off their driveway, compared to sweeping it (the best practice, assuming the swept materials are not then dumped in the gutter).

We found that 72% with driveways said they or someone in their household did sweep their driveway, with 51% who said they blew materials off it and just 18% admitting to hosing down their driveways.



Sweeping is most commonly reported among those in urban areas (82%), and also in the San Diego River watershed. Those who report hosing their driveway are also very likely to report sweeping it.

In the countywide study, a similar 77% of registered voters who have a driveway reported sweeping it.

Blowing the driveway clean is reported by 51% overall with a driveway, and more frequently among:

- Those who have gardeners (62%)
- Those who use fertilizers and chemicals (55%)
- Those in the San Dieguito watershed (62%).

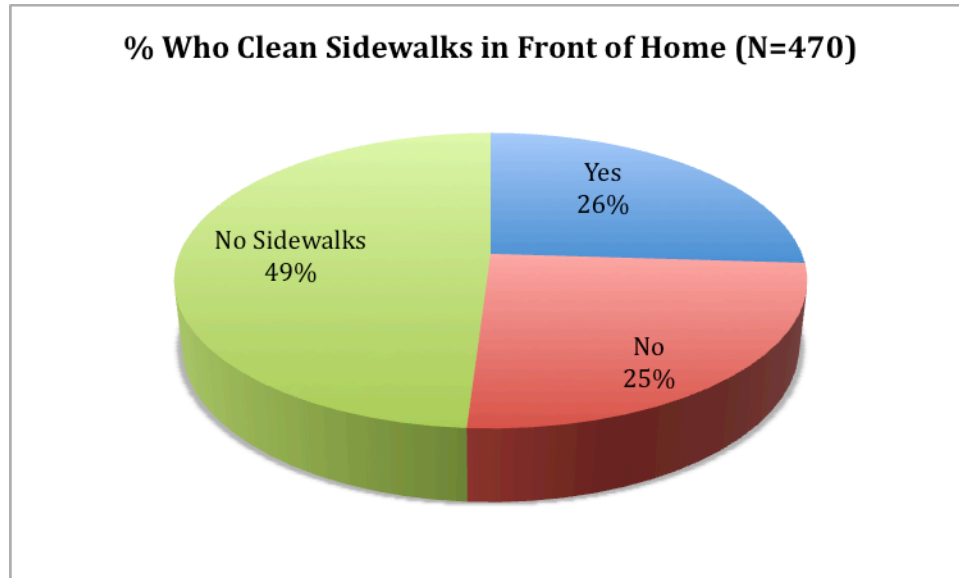
Countywide, 40% of voters with driveways reported blowing materials off the driveway to clean it, a somewhat lower figure.

Hosing the driveway clean is reported by 18% of voters in unincorporated areas, with driveways, compared to 22% countywide among voters. It is somewhat more commonly reported among men under age 50 (29%) and those in the San Dieguito watershed (25%).

Cleaning the Sidewalk

Only 26% with sidewalks in front of their home say they clean it (single-family, duplex/triplex, and townhouse residents only), with 49% who say they do not have

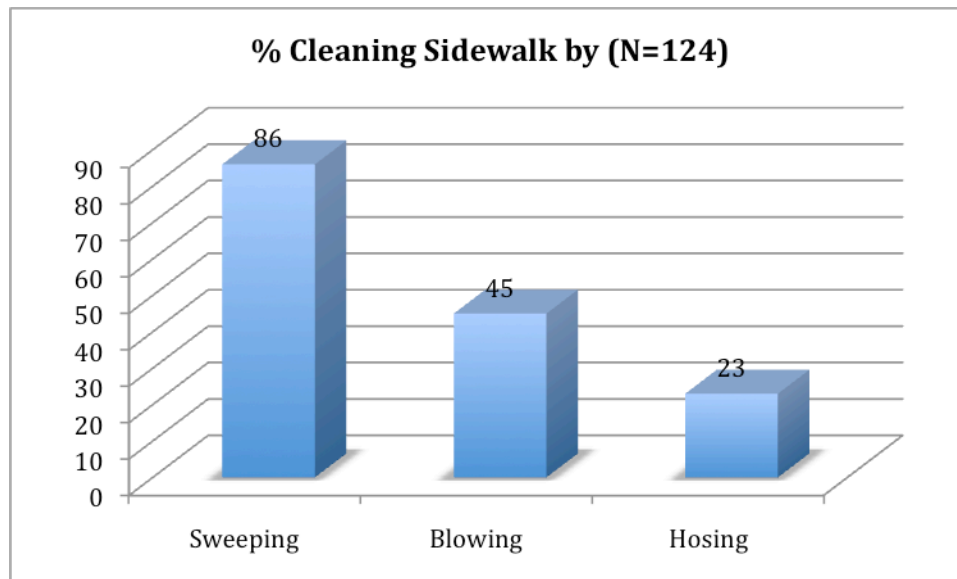
sidewalks in front of their home. Among voters countrywide, only 13% say they have no sidewalk, with 52% who say they do clean their sidewalks. Thus those in unincorporated areas are much more likely to say they have no sidewalks.



Among unincorporated area voters, sidewalk cleaning is less common in the rural areas of the county (18%) compared to urban (35%) and suburban (34%) areas. Fully 60% in the rural areas say they have no sidewalk to clean.

Similarly, 55% in supervisor district 5 have no sidewalk, compared to 45% in district 2. Among whites, 51% have no sidewalk compared to 40% of nonwhites. Only 35% in the San Diego Bay watershed have no sidewalk.

Of those who say they cleaned the sidewalk in the past year, the most common means, as was the case with driveways, was by sweeping: 86% of unincorporated voters said they swept the sidewalk clean in the past year. Forty-five percent said they blew it clean, and 23% said they hosed it down. Among voters countrywide who clean their sidewalk, the numbers are somewhat different: 88% sweep, 32% blow, and 22% hose. So among unincorporated area voters, fewer are blowing their sidewalks clean.



Seniors were less likely to sweep their sidewalk than others, at just 68%. Whites were a bit less likely to sweep their sidewalk than non-whites (83% to 94%).

Blowing sidewalks clean was more common among whites (50%) compared to others (33%), and among those with a gardener (63%) compared to others (40%). Those who use fertilizers were also more likely to blow their sidewalks clean (52%).

Hosing down sidewalks was more common among those under 50 (36%) compared to older voters (14%) and especially men under 50 (40%).

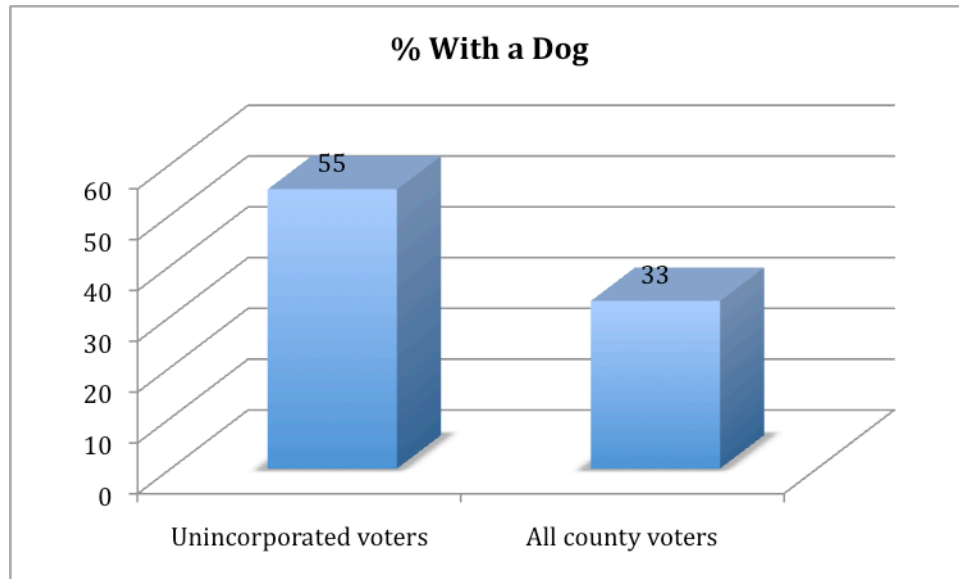
Among those who have heard about steps taken by local government to prevent storm water pollution, 94% sweep their driveway compared to 84% of others, and only 14% blow materials off it compared to 31% of others.

Dogs

The next section of the survey explored dog ownership and whether or not dog owners are picking up dog waste on their walks.

Do You Own a Dog?

A remarkable 55% of unincorporated area voters say they own a dog, compared to 33% among voters countywide. Obviously the more rural and more affluent nature of people who live in unincorporated areas is associated with greater likelihood to own a dog.



Those most likely to own a dog include:

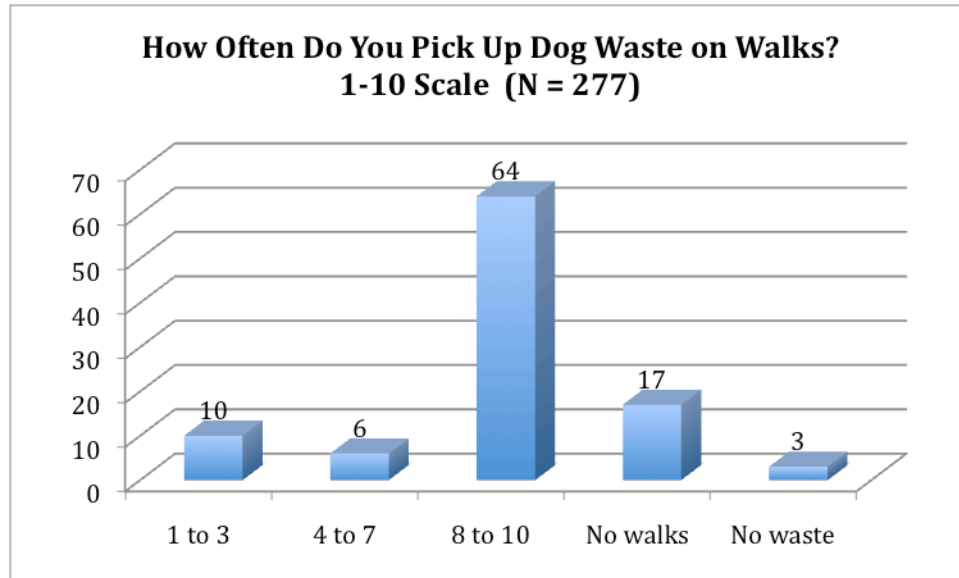
- Voters in the San Dieguito watershed (67%)
- Voters under 50 (64%) compared to older voters (48%), including only 33% of seniors
- Those who maintain their yards themselves (62%) compared to 50% of those who use a gardener
- Rural residents (62%) compared to urban voters (43%)
- Homeowners (57%) compared to renters (41%).

How Often Do You Pick Up Your Dog's Waste?

Eighty percent of unincorporated area voters say they walk their dog on a regular basis and the dog defecates on these walks. Fifty-eight percent of dog walkers say they always pick up the waste (a 10 on a 1-10 scale) and another 6% rated their behavior as an 8 or a 9. Ten percent of all dog walkers do not pick up the waste, or do not do so consistently (a 1 to 3 rating). About 20% either do not walk their dog, or say their dog does not defecate on walks.

Looking only at those who walk their dog for this purpose, about 80% appear to be very diligent about picking up the waste (an 8 to 10 score), and 12% do not pick up

waste or do not do so regularly. That comes to about 7% of all voters in unincorporated areas.

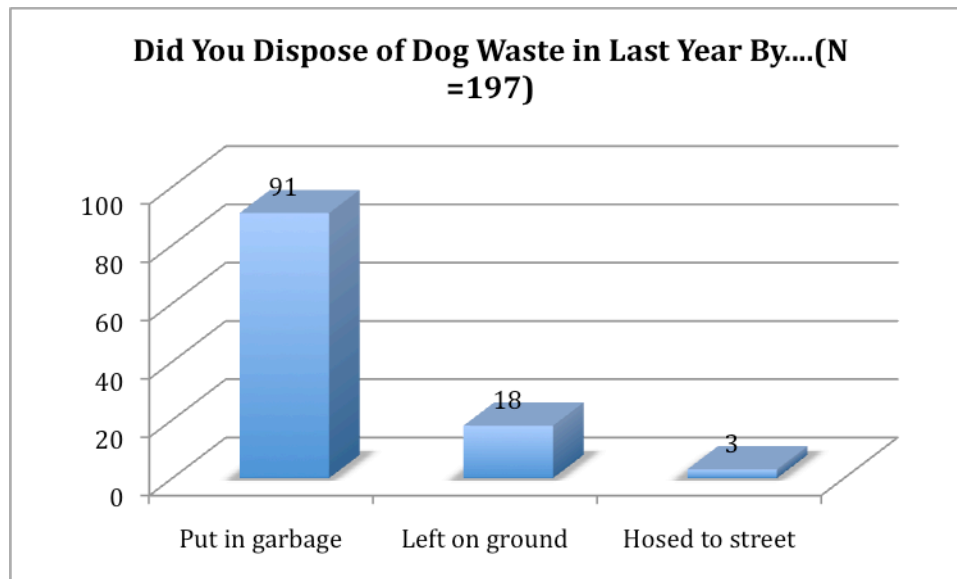


We see a higher proportion who say they do not always pick up dog waste among Latinos (20% of all dog walkers), those who less frequently pick up litter (16%), and those in rural areas (16%).

Among voters countywide, it is less common to report that they do not take their dogs on walks to defecate. Of those who do, 84% say they usually or always pick up the waste, with 8% who rarely or never do so. These numbers are fairly similar to what we find in unincorporated areas.

What Do You Do with Dog Waste?

Among those who report that at least some of the time they pick up dog waste (a 2 to 10 score), nearly all (91%) say they put it in the garbage. But (noting that these answers are not mutually exclusive), 18% say they have left dog waste on the ground to decompose in the last year, and 3% admit to hosing or moving it onto the street.



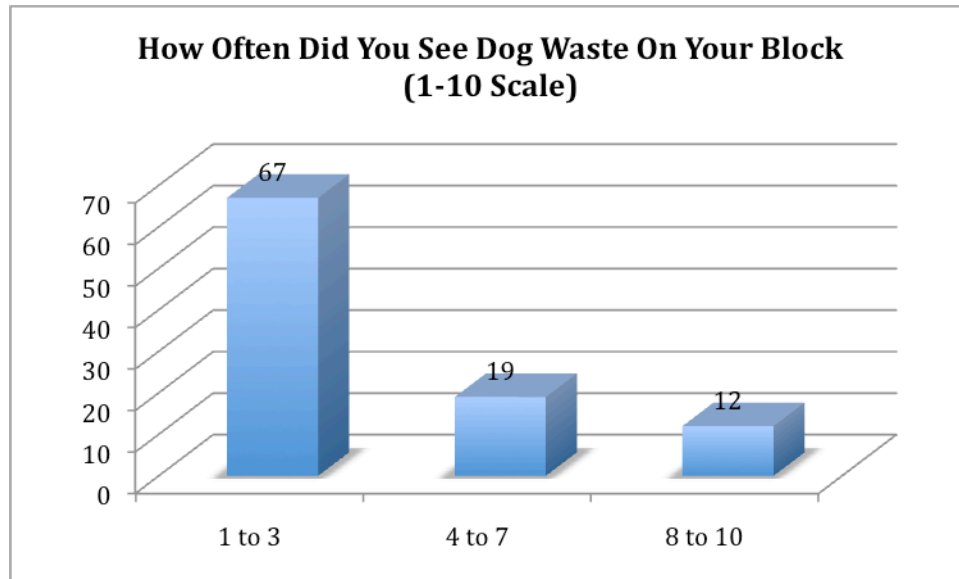
Leaving it on the ground to decompose is much more common in rural areas (28% compared to 5% who admit it in urban areas), suggesting perhaps that in some cases these walks are not adjacent to streets or gutters.

In the countywide study, 11% of registered voters said they left dog waste on the ground to decompose, compared to 18% in the unincorporated areas, probably reflecting the higher proportion of rural dog walkers.

How Often Did You See Dog Waste Not Cleaned Up On Your Block in the Past Year?

We asked respondents to indicate how often in the last year they saw "dog waste on the block where you live that was not cleaned up and was left on the street or sidewalk." We again asked them to use a one to ten scale where one meant they never see it and ten meant they see it very frequently.

Only 12% said they see dog waste frequently (a 8-10 score). Fully 46% said they never see dog waste on their block (a 1 score) and 67% gave a 1 to 3 response, indicating dog waste is rarely seen on their block.



Whites (50%) are much more likely than non-whites (36%) to say they never see dog waste on their block. Similarly, those in supervisor district 5 are more likely to say they never see dog waste (53%) compared to those in district 2 (42%).

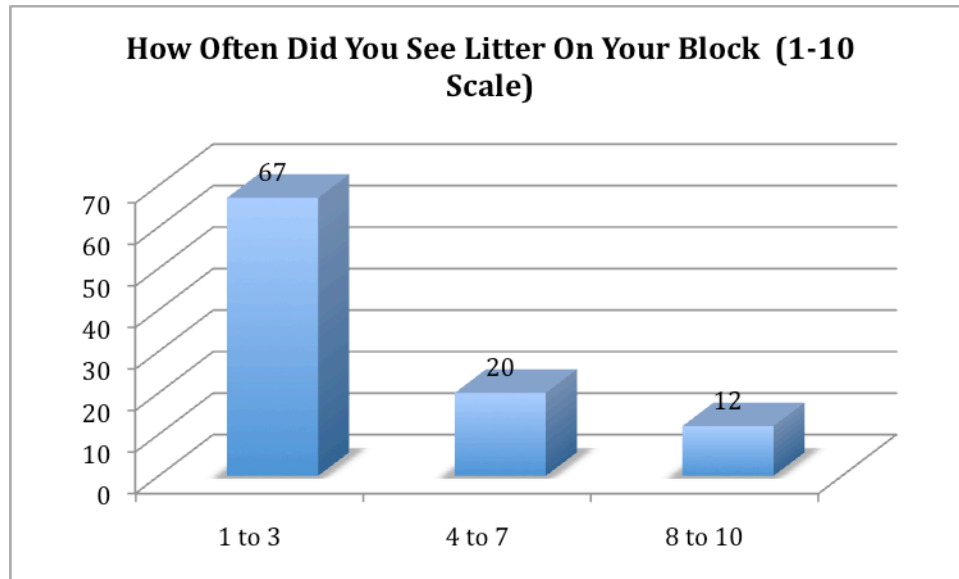
Among voters countywide, 59% rated this as a one to three, 19% rated this as a four to seven, and 20% rated this as an eight to ten. So we saw less visibility of dog waste in the unincorporated areas compared to the county as a whole.

Litter

We then asked two questions related to litter.

How Often Did You See Litter On the Block Where You Live in the Last Year?

Two of three (67%) said they rarely saw litter on the block where they live in the past year (a one to three rating), while the same 12% said they frequently saw it (an eight to ten rating).



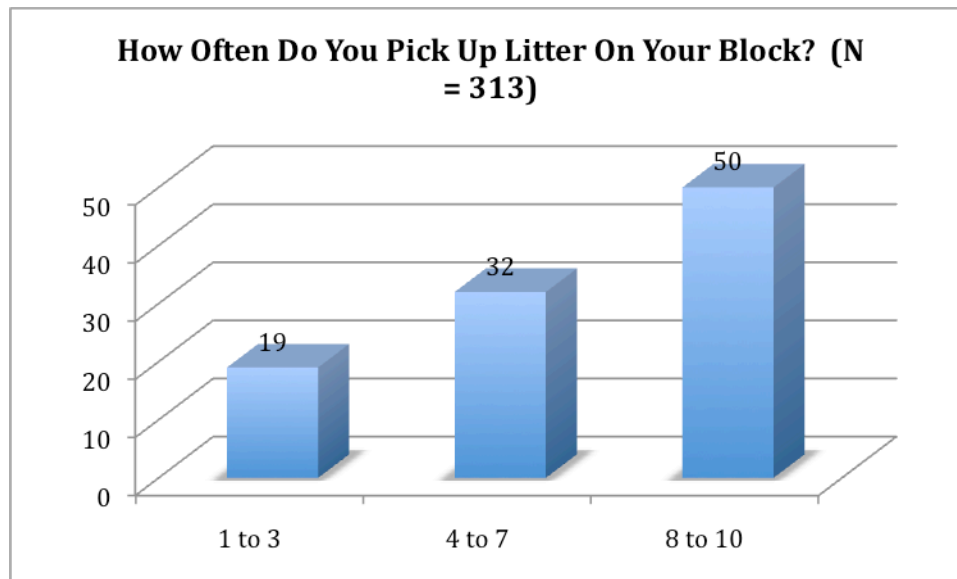
The presence of litter is higher in the San Diego Bay watershed at 22% who rated this as an eight or more.

Among voters countywide, 60% rated this as a one to three, 18% rated this as a four to seven, and 20% rated this as an eight to ten. So, as was the case with dog waste, we saw less visibility of litter in the unincorporated areas compared to the county as a whole.

How Often Do You Pick Up Litter?

We then asked respondents who reported seeing trash on their block (a rating of 2+ on the previous question) how often they pick up litter they see on their block and dispose of it in a trash container. Again, we asked them to rate their response on a one to ten scale, where a one meant they never do this and a ten meant they always do it.

Responses were somewhat mixed, with 19% who give this a rating of one to three, 32% who rated this a four through seven, and 50% who rated this with an eight to ten.



Those under 35 were much more likely to report not picking up litter on their block (30% gave a rating of one to three). Among those who hose down their sidewalk and the driveway, 23% gave a one to three rating, compared to 11% of others, suggesting a relationship between these behaviors.

Among those who have heard about steps that local governments are taking to prevent storm water pollution, 14% gave a one to three rating, compared to 22% of others.

Among those who say they have changed their behavior in the past year to reduce storm water pollution, 14% rated this as a one to three, compared to 23% of others.

Among those who say that preventing storm water pollution is not that important to them, 28% rated this as a one to three, compared to 15% of others.

Among voters countywide, 30% rated their frequency of picking up litter as a one to three, 28% rated this as a four to seven, and 43% rated this as an eight to ten. So again we see more willingness about polluting behaviors in the unincorporated areas of the county.

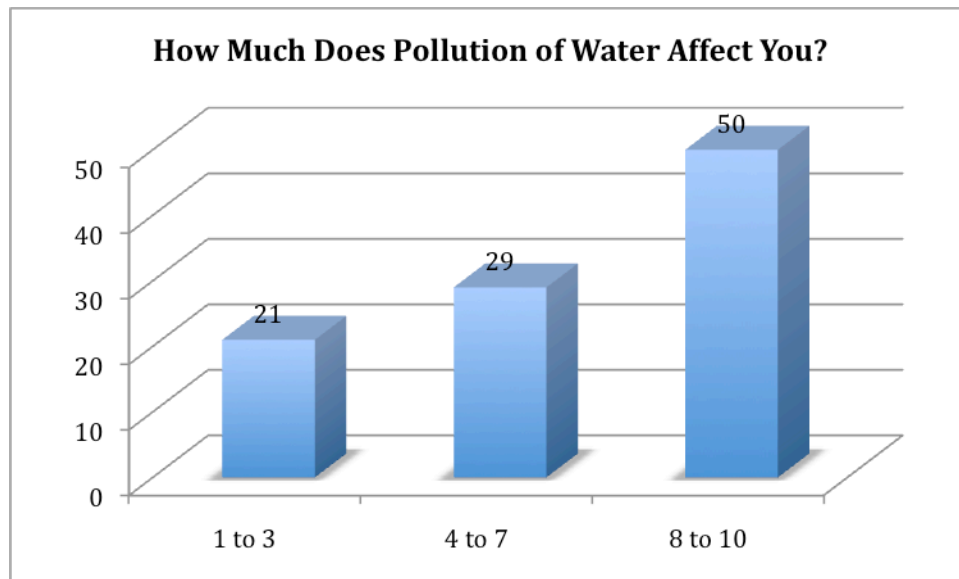
Impact of Pollution

At this point, the survey questions turn from measuring the extent of potential polluting behavior to exploring concern about the impact of pollution on attitudes and behavior.

How Much Does Pollution of Local Waterways and Ocean Affect You?

We asked voters to rate on a ten-point scale how much pollution of beaches, oceans, lakes, and creeks affects “you and your family.” A response of one would indicate this pollution does not affect the respondent at all, and a ten response would indicate it affects the respondent a great deal.

More than a third (34%) said that such pollution affects them a great deal (a ten rating), while 50% rated this effect as an eight, nine, or ten rating. Twenty-one percent rated the effect of pollution as a one, two, or three.



Women are much more affected by water pollution than men, with 57% of women compared to 40% of men rating this an eight or above.

Latinos are more affected than others, with 56% of Latinos compared to 47% of non-Latinos rating this at eight or above.

Among renters, 63% rated their concern as an eight or above, compared to 49% of others.

We see a strong correlation between behaviors that reduce storm water pollution and concern about such pollution. For example:

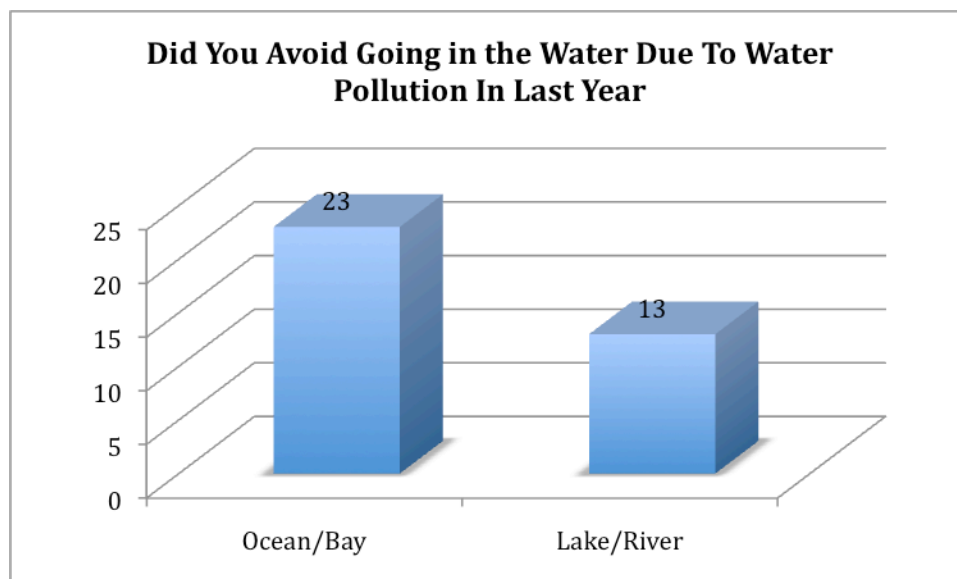
- Among those who do not use fertilizers or chemicals on their gardens, 56% rated the impact of water pollution as an eight or above. Among those who do use such substances, concern was a lower 45%.
- Among those who hose down their sidewalks or driveways, 45% rated their concern as an 8 or above, compared to 57% among others.
- Among those who frequently pick up litter on their block, 58% rated their concern as an 8 or above, compared to 46% of others.
- Finally, among those who say they have actually changed their behavior to reduce storm water pollution, 58% expressed their concern as an 8 or above, compared to 44% of others.

Among those who had heard of a hotline to report storm water pollution, 58% rated their concern as an eight or above, compared to 48% of others.

Among voters countywide, 17% rated this as a one to three, 28% rated this as a four to seven, and 53% rated this as an eight to ten, so those numbers are quite similar.

Did You Avoid Going in the Water at a SD County Ocean, Bay, Lake, or River Due to Water Pollution?

Nearly one in four (23%) said they did avoid going into the water at an ocean or bay beach in the county due to concerns about pollution in the water. Thirteen percent said they avoided going into a lake or river in the county because of such concerns.



This compares to a slightly higher 29% of voters countywide who did not go in the water at a beach or bay in the county last year, and 15% who did not go in the water at a lake or river.

Women (27%) were much more likely to report not going in the water at an ocean beach than men (19%).

We also found that those who had heard about steps that local governments were taking to prevent storm water pollution were more likely to report avoiding the water at an ocean beach (at 28%, compared to 21% of those unfamiliar with such steps). Similarly, among those who had changed their behavior to reduce pollution, 78% had avoided going in the water at the beach, compared to 67% of others.

Looking at lakes and rivers, we also find that 20% of those who said that they had changed their behavior to avoid pollution had avoided going in the water at a lake or river in the county. Among voters countywide, that figure was 15%.

Awareness of Storm Water System

The next section of the survey asked questions about voter knowledge of the storm water system. It begins by asking about watersheds.

Do You Live in a Watershed?

Nearly one in five (19%) unincorporated area voters say they do live in a watershed. In contrast, only 10% among voters countywide knew this fact.

Those most likely to say they live in a watershed include:

- Men (24%) compared to women (15%)
- Those age 50 or older (23%) compared to younger voters (14%)
- Whites (22%) compared to non-whites (13%)
- Rural area voters (24%) compared to urban voters (13%)
- Homeowners (21%) compared to renters (5%).

Not surprisingly, those who know that storm drain water is not treated were more likely to know that they live in a watershed.

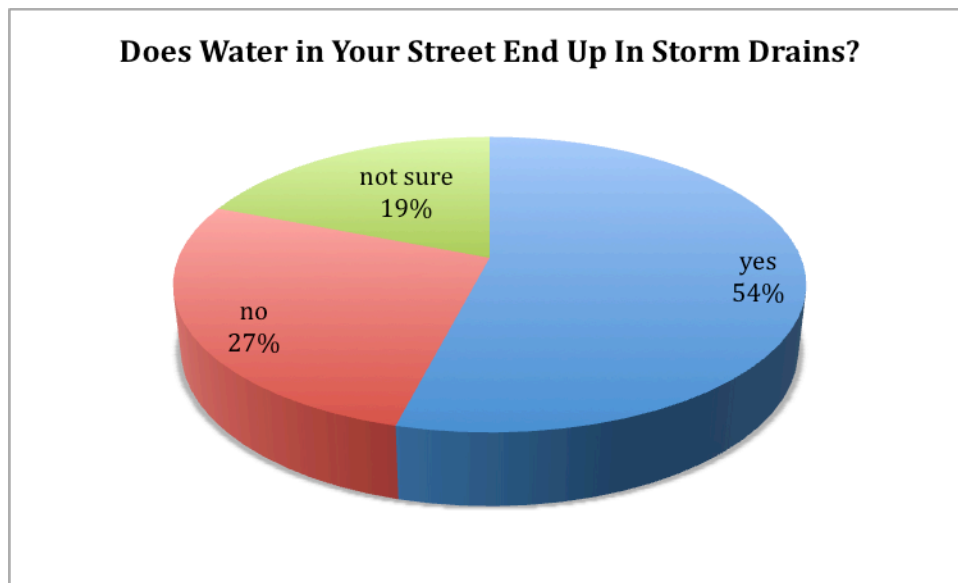
Have You Heard of Storm Drains?

Nearly all respondents said they had heard the term “storm drain” before the call. Fully 94% were familiar with it. This compares to 91% of voters countywide.

Renters were more likely than homeowners to have not heard of storm drains (18% compared to 5%).

Where Does Street Water Go?

We asked respondents if they know happens to storm water that runs down the gutter on their street. Fifty-four percent said that the water ends up in storm drains, while 27% said it did not and 16% were not sure.



Among voters countywide, 69% said the street water ends up in storm drains, 12% said it did not, and 18% were not sure.

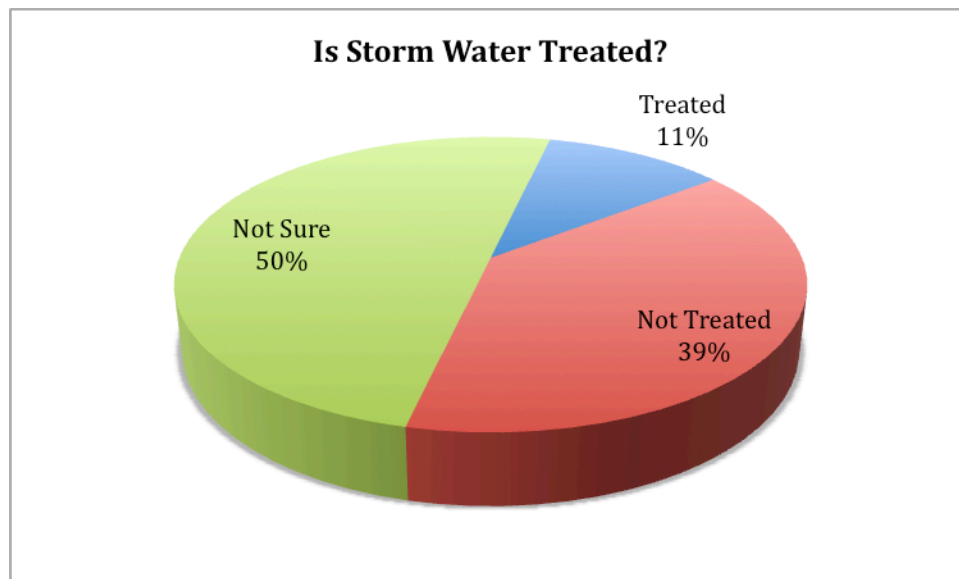
It is possible that street water does not in fact go in storm drains in the more rural unincorporated areas: among those who live in urban areas, 66% say their street water goes into storm drains compared to just 38% in rural areas.

Those with a college degree are also more likely to say that their street's water ends up in the storm drains (at 59%, compared to 51% with no college degree).

Among those who say they have heard of steps taken by local government to reduce pollution of storm water, 60% say their water ends up in storm drains (compared to 50% of others). Among those who say they changed their behavior to reduce pollution, 65% said their street water ends up in storm drains (compared to 50% of others).

Is Storm Water Treated?

We then asked unincorporated voters if the water in storm drains in their area goes to a sewage treatment plant, or if it is released into local waterways or the ocean without treatment. Only 11% said it was treated, but another 50% were not sure. Only 39% knew for sure that the water is not treated.



Among voters countywide, a similar 9% said it was treated, 39% said it was not treated, and the balance were not sure.

The table below shows the substantial variation in the proportion able to answer correctly that the water is not treated. Men were much more likely to answer correctly than women, and older voters were more likely to answer correctly than younger voters. We also find that those with a college degree are more likely to answer correctly than those with no college degree. Renters and Latinos are less likely to answer correctly.

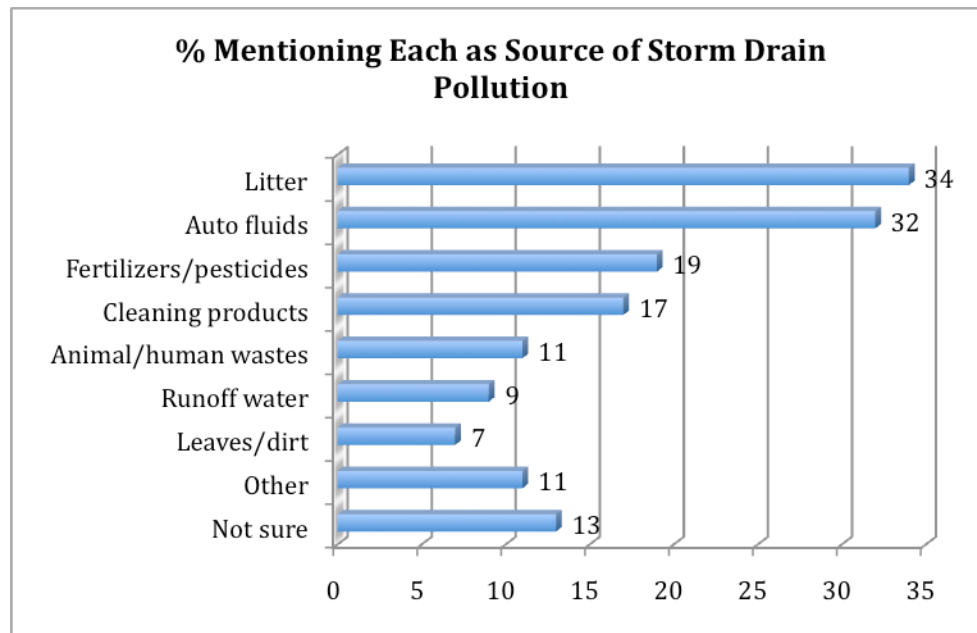
	N	%	NOT TREATED	TREATED/ NOT SURE
ALL	500	100%	39%	61%
MEN W/COLL DEGREE	92	18%	53%	47%
MEN 50+	130	26%	52%	48%
60-64	39	8%	51%	49%
WHITE MEN	172	34%	51%	49%
MALE	236	47%	50%	50%
MEN < COLL DEGREE	141	28%	48%	52%
MEN 18-49	93	18%	48%	52%
65-69	30	6%	47%	53%
NON-WHITE MEN	30	6%	47%	53%
LATINO MEN	34	7%	47%	53%
WHITE W/COLL DEGREE	154	30%	47%	53%
LATINO W/COLL DEGREE	19	4%	47%	53%
LATINOS 18-49	39	8%	46%	54%
COLLEGE DEGREE	202	40%	45%	55%
50-59	120	24%	44%	56%
WHITES 50+	239	47%	43%	57%
HOMEOWNER	390	77%	42%	58%
NON-WHITE OWNERS	96	19%	42%	58%
OWNERS	443	88%	41%	59%
50+	281	56%	41%	59%
LAND LINE	466	92%	40%	60%
SUBURBAN	195	39%	40%	60%
RURAL	242	48%	40%	60%
WHITE OWNERS	347	69%	40%	60%
WHITE	379	75%	39%	61%
LATINO	71	14%	39%	61%
40-49	102	20%	38%	62%
NOT LATINO	435	86%	38%	62%
WOMEN W/COLL DEGREE	110	22%	37%	63%
LATINO < COLL DEGREE	52	10%	37%	63%

	N	%	NOT TREATED	TREATED/ NOT SURE
NON-WHITE	127	25%	36%	64%
NO DEGREE	297	59%	34%	66%
18-49	207	41%	34%	66%
WHITES 18-49	134	26%	34%	66%
WHITE < COLL DEGREE	223	44%	34%	66%
70+	92	18%	32%	68%
LATINO WOMEN	37	7%	32%	68%
WOMEN 50+	151	30%	32%	68%
30-39	48	9%	31%	69%
URBAN	61	12%	30%	70%
18-29	57	11%	30%	70%
FEMALE	270	53%	29%	71%
WHITE WOMEN	207	41%	29%	71%
LATINOS 50+	28	6%	29%	71%
RENTER	116	23%	28%	72%
WHITE RENTERS	30	6%	27%	73%
RENT	56	11%	23%	77%
WOMEN 18-49	114	23%	23%	77%
WOMEN < COLL DEGREE	156	31%	22%	78%
NON-WHITE RENTERS	26	5%	19%	81%
NON-WHITE WOMEN	26	5%	15%	85%

What are Major Sources of Storm Water Pollution?

We told voters that “In fact, water in storm drains in San Diego County does not go into the sewage system, and flows directly into local waterways and the ocean without being treated.” We then asked “From what you know or may have heard, what are one or two major sources of pollution in storm drains?”

The responses to this open-ended question were grouped together into the codes shown below. We present the actual verbatim responses as an appendix to this report.



**Exceeds 100% as multiple responses were accepted*

Perhaps not surprisingly, litter is the most mentioned item. Since we had asked about it earlier in the survey, it makes sense that it would be mentioned by many respondents. We also see auto fluids high on the list, which is not unexpected given the efforts made by governments across the state to discourage pouring motor oil and anti-freeze into the storm drains. Other chemicals, such as fertilizers and pesticides, plus cleaning products, also were mentioned by many respondents.

As usual for surveys of this kind, we find lower levels of concern about “natural” pollutants, such as leaves and dirt and even animal or human waste, compared to non-natural pollutants such as chemicals and motor oil.

Those who have heard about steps taken by local governments to reduce storm water pollution were more likely to mention cleaning products and garden products. Those who say they have actually changed their behavior were more likely to mention litter and trash as well as cleaning products.

Impact of Local Government Pollution Prevention Efforts

We asked voters if they had seen or heard anything about “steps that any local government agencies in this area are taking to prevent pollution of the water in storm drains.” Forty percent of unincorporated area voters said they had heard something, compared to 37% of all voters in the county.

Men were considerably more informed about this than women, at 46% to 34%. We also find that those who said they avoided going in the water due to storm water pollution were more likely to have heard of such government efforts, at 47%. We also found that those who knew that storm water is not treated were much more likely to say they had heard about such pollution prevent efforts, 50% to 32%. Similarly, those who say they have changed their behavior to prevent storm water pollution were more likely to be aware of government efforts.

This is evidence that government efforts to educate residents about storm water pollution has had a positive effect on those reached by such efforts.

Behavioral Changes

We asked respondents if they had made any changes in the past year in their behavior “to reduce storm water pollution.”

Nearly one in three (32%) said they did make such changes.

Those most likely to report making changes in their behavior include:

- Latinos (45%) compared to others (30%)
- Those who say they stay out of the water due to pollution (44%)
- Those who had heard about steps local governments are making to reduce pollution (43%, compared to 25% who had not heard about these steps).

This question was not asked in the countywide study.

Were Those Changes a Result of Seeing Information About What Polluted Water Does to Waterways?

We asked those who told us they had changed their behavior if they had done so “as a result of seeing or hearing information about what polluted water in storm drains does to local waterways, the beaches, and the ocean.” We found that fully half (50%) of those who changed their behavior did so as a result of information they had learned. That comes to 16% of all respondents. This question was not asked in the countywide survey.

One big variation in response to this question is between women with a college degree (35% who changed behavior did so after seeing information about the effects of polluted water) and those with no degree (a much higher 60%).

Among those who had heard about steps local governments were taking to reduce storm water pollution, 63% said they changed behavior because of information they had learned, compared to 34% of those not familiar with what governments were doing.

Also, 64% of those in urban areas changed behavior due to things they have learned, compared to just 51% in suburban areas and 41% in rural areas.

What Did You Do, or What Could You Do, to Prevent Storm Water Pollution?

We asked voters to describe in their own words what they did do, or could do, to prevent storm water pollution. The responses were fairly evenly distributed, as shown below. What is striking is the broad range of behaviors that were mentioned, including not only things the respondents might have heard earlier in the survey, but also behaviors such as proper disposal of motor oil and not washing the car at home which were not previously mentioned in the survey. This suggests a fairly sophisticated level of knowledge among unincorporated area residents.

	%
Pick up litter	11
Conserve water	10
Don't hose sidewalk or street	8
Take car to carwash	6
Don't use fertilizers/pesticides	5
Prevent water runoff	4
Clean gutters/streets	3
Don't put motor oil in street	3
Keep pollutants out of storm drains	3
Pick up after dog	2
Recycle more	2
Already doing all I can	6
Do not have storm drains	7
Nothing	12
Not sure	12

A complete list of the verbatim responses to this question is found in the appendix.

Barriers to Proper Behavior

The next section of the survey asked respondents whether a battery of eight statements applied to them or not. Each statement presented a different possible barrier to taking action to reduce storm water pollution. These questions were asked differently in the countywide survey.

	Apply	Not Apply
Before this call, I had not given much thought to how I could reduce storm water pollution	47	53
I don't know that much about actions I can take to reduce storm water pollution	42	57
I would like to do more to stop storm water pollution but I just don't have time	34	64
With everything else going on, preventing storm water pollution is not that important in my life	33	65
I would do more to stop storm water pollution if were less of a hassle to do so	29	67
Any storm water pollution I might cause is too small to make a difference	24	73
I don't care that much about storm water pollution because I don't often swim in the ocean or lakes	18	81
Most of the actions I could take to reduce storm water pollution are expensive	10	78

Clearly the most evident barriers to action is lack of awareness or knowledge. Fully 47% say they had not given much thought to how they can reduce storm water pollution before the interview, and 42% said they simply did not know that much about what they can do to reduce storm water pollution.

Had Not Given Thought To How To Reduce Storm Water Pollution

Nearly half the respondents, 47%, said they had not previously not given thought to how to reduce storm water pollution. These are most likely to include:

- Women (50%) compared to men (42%) and especially women under age 50 (56%)
- Those under age 35 (60%)
- Those who thought storm water is treated (51%)

- Those unaware of steps that local government is taking to reduce storm water pollution (54%)
- Urban area voters (57%)
- Renters (61%).

Don't Know Much About How to Reduce Storm Water Pollution

Nearly as many, 42%, said they don't know that much about what to do to reduce pollution. We see the same pattern with women and younger voters least informed on how to reduce storm water pollution. We also see that men with less education are nearly as likely as women to admit they do not know how to reduce storm water pollution.

In addition, we find some behavioral correlates with lack of knowledge: those who hose their driveway and use chemicals on their lawns also tend to admit not having much knowledge of how to prevent storm water pollution.

Those who think that storm water is treated also tend to admit being less knowledgeable.

Those in supervisor district 2, those not in single family homes, and those in urban areas tend to be less knowledgeable.

Lack of Time

About one in three (34%) said they don't have time to do more. Those most likely to blame lack of time for not doing more to prevent storm water pollution include those under 50, Latinos, those with no college degree, and renters.

Not That Important to Me

One in three (33%) said that they simply do not see that preventing storm water pollution is that important. This includes higher proportions of those under age 35.

Too Much Hassle

Twenty-nine percent said they would do more if it were less of a hassle. This includes higher proportions of women and those under age 35.

What I Do is Too Small to Make a Difference

About one in four voters (24%) said that what they do is too small to make a difference in terms of pollution.

I Don't Swim in the Ocean

Only 18% said they don't care that much about pollution because they don't swim in the ocean or other local waterways. This includes about a third of renters.

Too Expensive

Only 10% of voters say it is too expensive to take action to reduce storm water pollution. This includes 16% of men under age 50.

Website on Storm Water Pollution

About one in ten (9%) said they have visited a website "to get information about ways to reduce storm water pollution." This is identical to the proportion among voters countywide who said they visited such a website.

There were a few small variations in response to this question, including:

- Among men under age 50, 15% said they visited the website, compared to only 4% of women over age 50
- Among those with a college degree, 12% visited it compared to 7% of those voters without a college degree
- Among those who had heard about government steps to reduce storm water pollution, 13% had visited the website (compared to 6% who had not heard of these efforts)
- Among those who changed their behavior to reduce storm water pollution, 16% said they had visited a website (compared to 6% of others)
- Ten percent of homeowners said they visited the website, compared to 4% of others.

Storm Water Pollution Hotline

We then asked voters if they have heard of a “telephone hotline which can be used to get information about preventing pollution, or to report activities that may be polluting our local beaches and storm drains.”

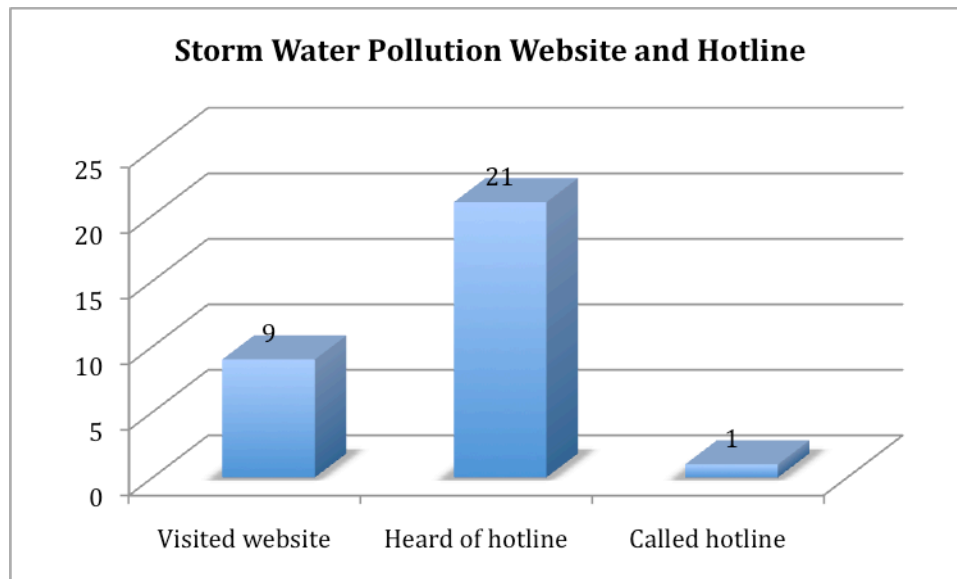
More than one in five (21%) unincorporated area voters have heard of this hotline, compared to 20% of all voters countywide.

Those most likely to have heard of the hotline include:

- Men (24%) compared to women (17%)
- Those in supervisor district 2 (24%) compared to those in district 5 (13%)
- Those who have avoided going in local waterways or the beach due to pollution (31%) compared to 17% of others
- Those who knew that storm water is not treated (27%) compared to others (16%)
- Those who had heard about local government steps to reduce storm water pollution (31%) compared to 14% of others
- Those who changed their behavior to reduce pollution (31%) compared to 14% of others
- Those in the San Diego River (26%) and San Diego Bay (24%) watersheds.

Did You Call a Storm Water Pollution Prevention Hotline in Past Year?

Of those familiar with the hotline, 5% said they called it in the past year. That figure represents 1% of all voters in the unincorporated areas of the county. The figure countywide for voters was about 2%.



Main Reason for Calling a Hotline in the Future

We asked all respondents to choose “the main reason you might call a storm water pollution prevention hotline in the future.” As shown below, reporting polluting activities was by far the most likely reason to call.

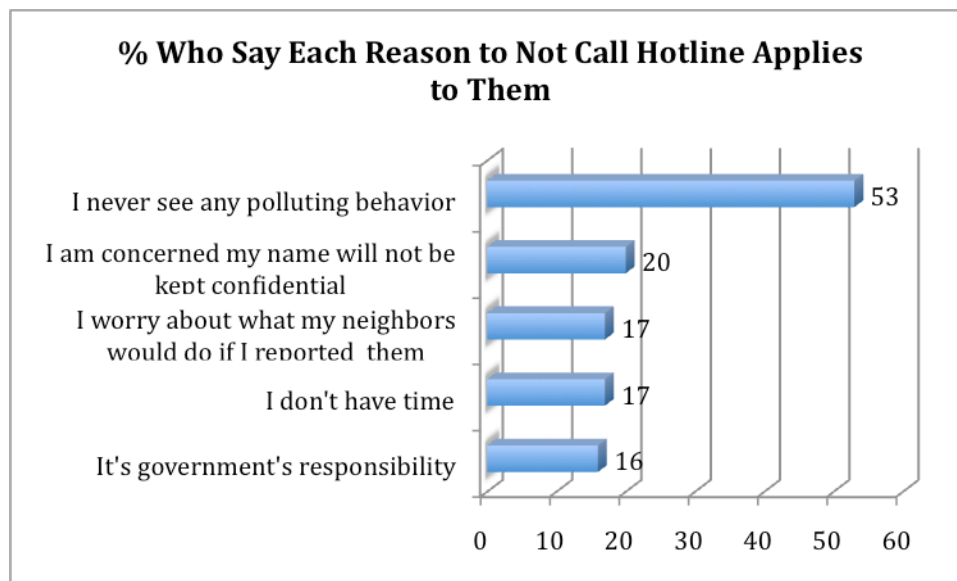
	%
To report activities that might be polluting our local beaches and storm drains	54
To get information about how to prevent pollution	20
Neither/not interested	12
Both	12

Among voters countywide, the proportions were near identical: 51% would call to report polluting behavior, while 21% would call for more information.

There were no significant variations in response to this question.

Reasons for Not Calling Pollution Prevention Hotline

We then tested five possible reasons for not calling a hotline. One stood out, as shown below: 53% said they never see any polluting behavior to report. Between 15% and 20% said that the other possible responses applied to them.



Those who live in urban areas are much less likely to say they never see polluting behavior, at 38%. About 54% of those who live in suburban or urban areas say they never see polluting behavior.

We also see that people who say that preventing storm water pollution is not important to them are much more likely to say they never see polluting behavior, at 61%.

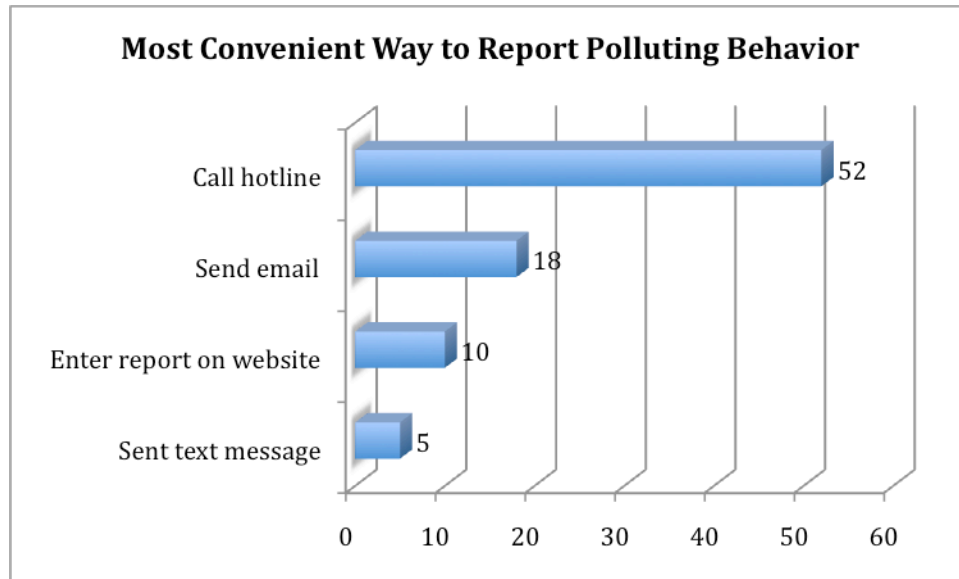
Residents of suburban areas (at 24%) are more likely than others to say they are concerned that their name will not be kept confidential if they report polluting behavior. Women are also more concerned about this than men (23% to 16%).

Renters (30%), Latinos (27%), and those under age 35 (42%) are the most likely to say they don't have time to call.

Among those who say that preventing storm water pollution is not important to them, 25% say it is the responsibility of government to deal with this problem.

Most Convenient Way to Report Polluting Behavior

We asked residents to choose the most convenient way to report it "if you saw someone doing something that polluted local waters." As shown below, the telephone hotline was by far the most cited option, named by 52%. Email, entering a report on a website, and sending a text message were seen as far less convenient.



For those under age 35, sending an email was seen as most convenient by 28%, compared to about 17% of older voters. Similarly, email was seen as most convenient by 22% of those with a college degree, compared to 16% of those without a degree.

Polluters

We defined polluters as those who:

- Admitted they hose down their driveway or sidewalk, OR
- Rarely or never pick up dog waste on their walks, OR
- Left dog waste on the ground to decompose, OR
- Rarely or never pick up litter on their block.

One in three voters qualified for this description. The table below is sorted by proportion of polluters in each voter group. Latinos are more likely to be engaged in potentially polluting behaviors, along with men under 50. Whites, renters, and women are less likely to be polluters.

	N	%	POLLUTERS
ALL	500	100%	33%
LATINO MEN	34	7%	53%
MEN 18-49	93	18%	46%
LATINOS 18-49	39	8%	46%
LATINO < COLL DEGREE	52	10%	42%
40-49	102	20%	41%
LATINO	71	14%	41%
18-29	57	11%	39%
60-64	39	8%	38%
18-49	207	41%	38%
LATINO W/COLL DEGREE	19	4%	37%
WHITES 18-49	134	26%	37%
MEN W/COLL DEGREE	92	18%	36%
LATINOS 50+	28	6%	36%
WHITE W/COLL DEGREE	154	30%	36%
NON-WHITE	127	25%	35%
MEN < COLL DEGREE	141	28%	35%
MALE	236	47%	35%
HOMEOWNER	390	77%	35%
NON-WHITE WOMEN	26	5%	35%
NON-WHITE RENTERS	26	5%	35%
NON-WHITE OWNERS	96	19%	34%
50-59	120	24%	34%
COLLEGE DEGREE	202	40%	34%
RURAL	242	48%	34%
SUBURBAN	195	39%	34%
LAND LINE	466	92%	33%
OWN	443	88%	33%
WHITE MEN	172	34%	33%
WHITE OWNERS	347	69%	33%
WOMEN W/COLL DEGREE	110	22%	33%
NO DEGREE	297	59%	32%

	N	%	POLLUTERS
WHITE	379	75%	32%
NOT LATINO	435	86%	31%
FEMALE	270	53%	31%
WHITE WOMEN	207	41%	31%
WOMEN 18-49	114	23%	31%
WOMEN 50+	151	30%	30%
WOMEN < COLL DEGREE	156	31%	30%
65-69	30	6%	30%
LATINO WOMEN	37	7%	30%
WHITE < COLL DEGREE	223	44%	30%
50+	281	56%	30%
30-39	48	9%	29%
WHITES 50+	239	47%	29%
RENT	56	11%	29%
MEN 50+	130	26%	28%
RENTER	116	23%	27%
URBAN	61	12%	26%
NON-WHITE MEN	30	6%	23%
WHITE RENTERS	30	6%	23%
70+	92	18%	20%

Demographics

Latino

Fourteen percent of unincorporated voters describe themselves as Latinos, compared to 26% among voters countywide. Among all residents in the county (including non-voters), roughly 31% are Latino.

Race

Seventy-nine percent of all unincorporated voters say they are white, compared to 58% among all voters in the county and about 69% of all county residents. Very small percentages of unincorporated voters describe themselves as other races: 2%

Black, 2% Asian, 1% Native American, 11% mixed or other, and 4% who refused to share their race.

Location

Most unincorporated area voters, 48%, say they live in a rural area. Thirty-eight percent say they live in a suburban area, and 12% say they live in an urban area. Among voters countywide, only 12% live in a rural area, 50% live in a suburban area, and 36% say they live in an urban area. Among all adults in our countywide poll, 12% said they live in a rural area, 58% said they live in a suburban area, and 38% said they live in an urban area.

Own or Rent

Fully 88% of unincorporated area voters say they own their home, compared to 63% of voters countywide, and 58% of all adult residents in our countywide survey.

Education

Among unincorporated area voters, 24% have a high school degree or less education, 35% have some college or an associate degree, 29% have a college degree, and 12% have a graduate degree. Among voters countywide, 32% have a high school degree or less education, 31% have some college or an associate degree, 23% have a college degree, and 12% have a graduate degree. Among all adults in our countywide survey, 39% have high school degree or less education, 29% have some college or an associate degree, 20% have a college degree, and 10% have a graduate degree.

Age

Twenty-one percent of unincorporated area voters are under age 40, with 44% ages 40-59, and 32% over age 60 (4% refused to share their age). Among voters countywide, 31% were under age 40, 39% were ages 40-59, and 31% were over age 60, with 2% who refused to share their age. Among all adults in our countywide survey, 37% were under age 40, 36% were between ages 40 and 59, and 25% were older than age 60, with 2% who refused to share their age.

Verbatim Responses to Open-Ended Questions

Question 26: What are one or two major sources of pollution in storm drains?

- Paint, oil and chemicals.
- Runoff from lawns.
- Trash.
- Car washing and chemical wastes and cigarettes.
- Trash.
- I don't know.
- Probably oil spills and fertilizers.
- Waste people leave around.
- A lot of it is just runoff.
- Litter or oil.
- Motor oil and pesticides.
- Papers and other trash.
- Trash.
- Garbage and pesticides thrown into the gutter.
- Garden fertilizer.
- In the city, there's litter everywhere, out here there's only dirt.
- Septic things.
- Fertilizer and washing cars.
- Oil from cars.
- Oil and debris.
- Leaves, animals waste and pesticides.
- Human waste and soap.
- Many things.
- They try to convince that the water goes in the lake, but I don't know.
- Not in this area but it is from cars, oil and etc.
- Oil or gas.
- Not sure.
- People dumping stuff, trash.
- Oil.
- I don't know.
- Oil and gasoline.
- Pavement runoff, chemicals.
- Oil from street and illegal dumping.
- Tree debris, paper products.
- Fertilizer, dog waste.
- DK.
- Trash and road debris.
- Oil from streets and cars, and pesticides from agriculture.
- Oil from cars and litter.
- Trash.
- Chemicals and trash.
- Trash and urine.
- Pesticides, chemicals, chlorine and trash.
- Chemicals and pesticides.
- Cigarettes.
- Motor oil and pesticide.
- Pesticides.
- Litter and dog waste and oil spills.
- Motor oil.
- Runoff from streets and driveways.
- Yard waste and oil from cars.
- Fertilizers and water runoff driveways.
- Chemical & oil spills & dirt.
- Oil runoffs from cars and pesticides.
- Oil and gasoline.
- Trash, people throwing stuff.
- I wouldn't know.
- Pesticides and human waste like paper trash and from animals.
- Fertilizers and pesticides.
- All the stuff that use goes into the drains.
- Litter and chemicals.
- Chemicals and paint.
- Runoff from people's yards.
- Trash, oil and a lot of other stuff.
- Trash, garbage, dog poop, pesticides and we all have septic tanks
- Pesticides, oil from cars and chemicals.
- Sewage and pesticides.
- Trash and car oil.
- Litter and waste washed in there.
- Chemicals and trash.
- I don't know.
- Water from the streets.
- Household products.

- I don't know.
- Plastic, trash, and oil from cars.
- Cigarettes and auto oil.
- Car waste.
- Some people dump oil.
- Fertilizers and sprays.
- I don't really know.
- Overflowing sewers and trash.
- Oil and trash.
- Sewage and runoff.
- Fertilizers and left over oil.
- Runoff from driveways, streets, agricultural, and consumer runoff.
- Runoff from leaking cars.
- Trash, throughout and food.
- Leaves.
- Oil and pesticides.
- Car oil, road oil and trash.
- Don't know.
- Fertilizer or from when people wash cars.
- Trash and dog waste.
- A lot is from trash.
- Pesticides and oil from cars.
- Cigarette butts and trash.
- Don't know.
- Cigarette butts.
- Garbage and oil from cars.
- Runoff and pollution in the sea.
- Waste and litter.
- Fertilizer, pesticide, and manure.
- Trash, sweeping trash in there.
- Dumping used motor oil, and runoff.
- Gasoline.
- Chemicals.
- Detergent and trash.
- Diapers and garbage.
- Sewage in the water and natural debris.
- Any chemicals, cleaning agents and things like that.
- Motor oil and trash on the street.
- No idea.
- Chemicals.
- Fertilizers, litter and dog waste.
- Trash.
- Dirt and trash.
- Unsure.
- Trash from street, yard waste, and pesticides.
- Oil, trash and dog waste.
- Trash that people throw out.
- Seeds and trash.
- Not sure.
- Pesticides and car oil spills.
- Car washing.
- Pesticides and oil.
- Pet waste, oil, metals within the oil and metals from vehicles.
- Plastics and pesticides.
- Trash.
- Road runoff and vehicle fluids.
- Fertilizer and car oil.
- Garbage.
- Oils and detergents.
- Dirt, oil, sewage from pets, paper, trash.
- Do not know.
- Oil from cars and pesticides that runoff into street.
- Trash and runoff.
- Oils and general litter.
- Oil from the cars on the street.
- Chemicals.
- No idea, I have no answer for that.
- Motor oil road oil that gets washed off when it rains.
- Car pollution that emits oil and fertilizer.
- We don't have gutters.
- Waste.
- Littering and car pollution.
- Litter and dog waste.
- Paper.
- Car fluids and pesticides.
- Trash and pesticides.
- Litter.
- Garbage.
- Trash and manure.
- Trash and not picking up after their dogs.
- Petroleum products and urban trash.
- Lawn fertilizer and road oil.
- Runoff from washing your car and rain after a storm.
- Chemicals and junk.
- Trash.
- Chemicals fertilizers.
- Oil from the streets.
- Trash and oil waste from cars.

- Not sure.
- Chemicals and fertilizers.
- I guess chemicals, paints, gasoline -- things like that.
- Oil and animal waste.
- Trash and oil.
- Leaves and natural debris.
- Trash.
- People who change their own oil.
- Stuff on sidewalks and trash.
- Oil and car products on the street.
- Don't know.
- Runoff water.
- Pesticides and trash.
- Trash.
- Oil from cars and sewage.
- Paper, chemicals, and automotive waste.
- Don't know.
- Trash.
- Oily matters like grease.
- Trash that people throw out of cars and lawn runoff.
- Cigarette butts and trash thrown in the street.
- I don't know.
- I have no idea.
- No idea.
- Rain after a storm and dirty water from cleaning cars and such.
- Washing the car.
- Trash and waste.
- Trash and dirt from roads.
- Waste from people, that's all I can say about that.
- Chemicals, fire ash and animal waste.
- Pesticides and dog waste.
- Unsure.
- Chemical and trees.
- Things we put on our lawns and antifreeze people drain from their cars.
- Cigarette butts and plastic bags.
- Do not know.
- Oil from cars on the street and landscaping fertilizers.
- Debris or dog waste left on the street.
- Soapy water from car washes.
- Human activity, animal waste fertilizer, industrial waste.
- People dumping chemicals and plastic bags into the gutter.
- Don't know.
- DK.
- Runoff and dog do.
- Rain runoff into the local streams and road oils.
- Chemicals.
- Trash and debris.
- Fertilizers.
- Litter, trash, and oil from the cars chemical from the lawns.
- Trash and chemicals.
- Washing their cars.
- Litter.
- Pesticides.
- Chemicals and dog waste.
- Oil and chemicals.
- Trash, fertilizer, dog waste and chemicals.
- Oil and trash on street.
- Runoff from hosing down driveways and garbage.
- Dumping oil.
- Chemical waste and construction.
- Fertilizers and waste from cars such as oil, etc.
- Fertilizers and oil.
- I don't know.
- I really don't know.
- Trash, litter, and people washing down their driveways.
- Dog waste or fertilizer.
- Chemicals and trash.
- Runoff from the trash.
- Waste material.
- Garbage left in the street.
- Grease, trash.
- Not sure.
- Chemicals, trash, etc.
- I don't know.
- Trash.
- Not sure.
- I think it is motor oil.
- Oil and trash.
- Garbage and oil.
- Fertilizers and soap from washing cars.
- Oil and trash.
- Animal waste and runoff from soap.

- Mainly I think it is waste, plastic and oil.
- Chemicals and garbage.
- Animal waste and trash.
- Oil and paint.
- Rain.
- Pesticides and cigarette butts.
- Water runoff from houses and trash.
- Don't know.
- Leaves and trash.
- I think dog waste and motor oil.
- Well pesticides and soapy water.
- Stuff that are on lawns and leaky stuff from cars.
- Dog waste and chemical from yards.
- Paper and dog pooh.
- Trash.
- People washing car.
- Stuff from people's yards.
- Runoff from the streets and pesticides.
- Trash, chemicals, and oil.
- Trash and animal waste.
- Uncorrectable blacktop problem.
- Basically trash and other.
- Oil from streets.
- Trash and chemicals.
- Sewage leaks, car fluid and fertilizer.
- Trash and dog poop.
- Soap when someone washes their car and I see a lot of cigarette butts.
- Chemicals that people use.
- Oil and trash.
- Fertilizer and cans.
- Trash and oil in the street.
- Litter.
- Irrigation water runoff and wasted oil.
- Trash and debris.
- Trash and car fluids.
- Cigarette butts and pollution from Tijuana.
- Don't know.
- Rainwater, dirt on the street that washes down into the ocean.
- Oil.
- Trash.
- Chemicals and soaps.
- Cigarette butts and trash.
- Oil and soap.
- Fertilizer and trash.
- Agriculture and lawn runoff.
- Motor oil and chemicals.
- Car washing and waste.
- Runoff from the water and oil.
- Dog feces and oil from cars.
- Trash.
- Pesticides and oil.
- Pesticides.
- Motor oil runoff and trash.
- Oil and fecal matter.
- I don't know.
- Water runoff; never see standing water.
- Trash and cigarettes.
- Animal waste and sewage runoff.
- Don't know.
- Don't know, I have no drains here.
- Animal waste, oil and gas on the ground.
- Chemicals and such.
- Probably oils and animal waste.
- Trash and oil from cars.
- Mostly waste and papers.
- Street pollution from car oil.
- Trash and fertilizers.
- Chemicals, soap and pesticides.
- Plastic and leaves.
- Pesticides animal waste.
- Pesticides.
- Chemicals, oil and trash.
- Chemicals and automotive waste.
- Pesticides and animal waste.
- I don't think there is any out here.
- Don't know.
- Chemicals.
- All kinds.
- Oil and trash.
- Oil off the roadway.
- Fertilizer.
- Hosing things into the gutter.
- Trash from the street.
- Don't know.
- Motor oil.
- Road oil and pesticides.
- Runoff from washing cars.
- Runoff from yards and oils.
- Trash.
- Chemicals and oil from cars.
- Fertilizer runoff.
- I don't really know.
- Runoff from construction and litter.

- Motor oil and paint.
- Too much dirt.
- I would say pesticides.
- Litter and car fluid.
- No storm drains.
- Dirt from yards.
- I don't know.
- The everyday pollution off the street.
- Not sure.
- Oil from cars, cigarette butts and trash.
- Pesticides and oil.
- Keep the garbage out of drains.
- I do not know.
- We live out in the country.
- Oil and pesticide.
- Debris from the street.
- Dog pooh.
- Fertilizers and car wash.
- Waste.
- No sewer system.
- Automobile waste and basic trash.
- Oil.
- Fertilizer and trash.
- I do not know.
- Dumped oil and runoff.
- Motor oil and tire residue from cars.
- From lawns and oil from autos.
- Trash.
- Chemicals.
- Don't know.
- Water runoff.
- Oil from the streets, leaves and plants.
- Trash and feces.
- The animal and garden waste.
- Animal waste and oil from cars.
- Run-off.
- Pesticide, animal waste and litter.
- I don't know.
- Solid debris and fluids from cars.
- Oil and grease, etc.
- Fertilizers.
- Washing cars and chemicals.
- Runoff water.
- The oils and gas.
- Chemicals, pesticides and trash.
- Run-off from washing car and pesticides used on lawns.
- Fertilizers and oil.
- Debris and animal waste.
- Soap from washing cars.
- Animal and human waste, and garbage.
- Trash and dog waste.
- Trash.
- Not sure.
- Sewage and animal waste.
- Sprays and fertilizers.
- Chemicals put on lawns and fertilizers put on gardens.
- Paper and any liquid.
- Run-off from washing cars.
- Garbage.
- Trash and chemicals.
- Not sure.
- Dog waste.
- Debris and car fluids.
- Oil and trash.
- Fertilizers, oils from the cars and trash.
- Yard debris.
- Not sure.
- Oil and pesticides.
- Automotive oil.
- Oil and litter.
- Debris and vegetation.
- Runoff of dirty water from the roads.
- Plastic bags from the grocery store and trash
- Chemical runoff and human waste
- Organic materials
- Animal waste and garbage
- Runoff from sidewalks and from sprinklers
- Oil from cars and household chemicals
- From over watering our grass or throwing trash into the streets
- Oil and pesticides
- Runoff
- Fertilizer and soap from car washes
- Pesticides
- Runoff from water
- Fuel and dog waste
- Toxic chemicals for yards
- Trash and chemicals
- Homeowners' fertilizers, soaps and oils from driveways
- Runoff from things people throw out like motor oil, fertilizers and

- Runoff
- Not really sure
- Cars oil
- People dumping things and runoff
- I am not sure
- Fertilizers and oils
- Of course, trash is always a problem and that's the only thing I can think
- Pesticides and litter
- Oil, glass and plastics
- Pesticides
- Pesticides and oil
- Dog droppings and pesticides
- Oil from cars and toxic waste
- Animals waste and run off from the road
- Don't know
- Chemicals and pesticides
- Runoffs
- Auto and pet waste
- Runoff water
- People washing their cars and lawns from sprinkler system
- Fertilizer, oil, and stuff
- Leaves and waste from driveways
- I would say oils, chemicals, trash or debris
- Brake linings from autos and silt from the land
- Litter from the street
- Oil
- Mexicans peeing in the street at night
- Runoff from the road
- Pesticides and anti-freeze
- Dog feces and auto waste
- People dumping chemicals
- Oil and trash out of car windows
- Mostly from people polluting
- Rain off the roads
- Plastic items, dog waste and aluminum cans
- Car fluids and poisons
- I am not sure
- Gasoline, pesticides and oil from cars
- Oil and litter
- Trash and chemicals would be the biggest problems
- Street litter
- Pesticides and runoff
- Misuse
- I suppose debris
- Oil and cigarette butts
- Don't know
- I don't know
- Oil
- Garbage and animal waste
- Dog waste and oil from cars
- Oil or grease from cars
- Car oil and paint
- Chemicals
- Chemicals and trash
- From people's yards and automobiles
- Leaves from the street, litter and cans
- Raw sewage and people dumping waste
- Homeless people and oil from cars
- Car fluids and cat waste
- Car oil and pesticides
- People littering
- People are always disposing of liquids that probably should not be there
- Fertilizer and oil from cars
- Fertilizers and sewage
- Chemicals and soap
- Trash and cigarette butts
- Insecticides and trash
- I am not sure
- Runoff from yards and chemical spills
- I can't think of anything
- Litter, cans and leaves
- Paint and building construction materials
- Trash would be it
- Trash and oil from cars
- None
- Oil and exhaust from cars
- The chemicals and oil

Question 30: Can you name something you did, or could do, to help prevent storm water pollution?

- Dispose of things properly.
- I have a front yard that does not require much water.
- We don't wash our cars or hose down the drive.
- Nothing that I can do because I don't have that problem. Water runs down the natural a
- Recycling.
- Don't put chemicals in the drain.
- Reduce washing car.
- Doesn't apply out here.
- Nothing in particular.
- We are doing everything that we can.
- No, I really could not think of any. I don't do anything to contribute to the pollution so to s
- Pick up other people's trash.
- No trash on the ground.
- I don't wash my car in the driveway.
- Be careful what we put on the lawn.
- I don't have these in my area.
- Pick up dog poop.
- I can take car to a car wash.
- I changed the way I water.
- I am just aware.
- Not wash car in the driveway.
- Already do everything correctly.
- I don't know.
- They can send it to place where they can replenish the water.
- Not really, because we live in a rural area.
- Report it if I saw something.
- Not sure.
- Not really.
- Don't have storm drains.
- Don't use water to clean the driveways.
- Get it under control.
- Don't have storm drains; I have 4 acres.
- Nothing I can think of.
- Keep trash picked up before it goes to the drains.
- Pick up dog waste & litter.
- Don't hose down my driveway to keep oils from entering the drain.
- I live in a rural area.
- Don't wash down driveways.
- Don't hose down chemicals from driveways.
- Reduce use of water in the garden.
- Not wash the car in the driveway.
- Cut back on using the sprinklers.
- Clean up the curb and the street.
- None.
- Put smokes in the ashtray instead of littering.
- Check sprinklers to make sure they are not running into the street, cut down on watering.
- Not to drop oil or chemicals anywhere it can get into the storm drain.
- Reduce washing my car and reduce watering my yard.
- Nothing really I can think of.
- We have natural drainage so I can't think of anything.
- I believe I do everything that I can to prevent water pollution.
- I make sure I don't pollute.
- Disposing of oil properly, keep containers of oil sealed.
- When you rake up leaves, put them in the trash.
- None.
- No pesticide, no trash.
- Nothing.
- Pick up trash when I see it and let other people know about this.
- Plantings prevent runoff, no pesticides, and no chemicals.
- Not right now.
- Don't litter.
- NA.
- The amount of runoff from watering and not hosing the driveway.
- Keep my neighbor from having stuff run down the hill behind me.

- I promised my son I would pick up trash wherever I see it and I have. I also stopped my having dog waste.
- None.
- Follow the regulations of government.
- Change oil at shop.
- Don't have that problem.
- Don't wash car in driveway.
- I don't pollute.
- Pick up litter.
- Don't wash car at home.
- I don't know.
- Clean the drain and stop using plastic.
- Don't throw anything into the streets.
- No opinion.
- Don't wash any ground area.
- Don't hose down the driveway, recycle and pick up trash.
- Make sure no trash goes into drains.
- When washing the car we do not use soap anymore. We always use water-based paint off in the sink so it goes down into the sewer.
- No idea.
- No.
- Pick up litter.
- Refrain from washing stuff in the driveway.
- I go to the car wash.
- Watch what goes down the drain and do more recycling.
- Not washing cars in the driveway.
- Not spraying pesticides.
- Not rinsing my driveway and picking up more trash.
- Don't know.
- No.
- I don't know.
- I could help out with seeing trash and picking it up.
- Installed bioswales.
- Don't litter, recycle, reduce and use.
- No.
- No.
- Talking to my neighbors.
- I live in the mountains.
- Nothing.
- I am already keeping my area cleaned.
- Keep trash out the storm drain.
- I recycle used motor oil.
- I don't have a storm drain.
- We don't water down the driveway anymore.
- No.
- Keep my yard clean.
- Less water outside.
- No, I haven't, but I feel I am really careful.
- Not wash the driveway, don't wash the car on the property and keep the trash picked up.
- No response.
- Don't use chemicals in my garden.
- I do everything I can.
- Clean up the trash.
- Put a sand bag in to collect dirt; water goes over the sandbag.
- Avoid using chemicals.
- Pick up trash I see.
- I pick up trash on the streets.
- No, we don't have that much water runoff.
- Reuse water from the shower to water plants.
- Not sure.
- We don't wash cars at home.
- Doesn't apply to me.
- No, nothing I could do.
- Picking up pet waste and appropriately disposing oils.
- Don't litter.
- I don't know, I'm an old lady.
- No, I don't have storm drains.
- I don't use water to clean my yard.
- We always pick up dog waste and don't litter.
- The drought.
- Don't wash car anymore.
- Do not recall.
- Not hose down driveway or let yard water into the street.
- Don't let water runoff.
- Contribute to minimize runoff on property.
- Sweep instead of washing the driveway.
- Don't wash the driveway.
- No.
- When I see trash on the road or street I try to pick up as much as I can. I

- always carry a be to put ash in on my walks.
- I don't use any fertilizer since I don't have a garden and no water ends up into the gutter.
- We keep our trash in the dumpster.
- Put in trash.
- I don't pollute.
- We could pick up litter.
- I do all that I can but I could help pick up other trash.
- Already don't change car fluids at home.
- Not hose driveway.
- Cutback on length of water flow on lawn.
- I don't know.
- Pick up trash.
- I guess just be aware of it.
- Stopped washing car.
- Using less water.
- Use a water use carwash.
- No idea.
- Avoid throwing trash in the street.
- Be more cautious.
- Sweep out the storm drain.
- I conserve and pick up my trash.
- Use less water.
- Not water the farm as much.
- Trying not to use chemicals in yard , things like that.
- Cut fertilizer usage.
- Take oil to recycling areas.
- Don't do anything personally.
- Pick up trash when I see it near a storm drain.
- Small things like the contents of cleaning products and car wash solutions.
- Make sure you watch what goes into the storm drain.
- Wash car in the grass.
- No.
- I already do conserve water.
- No use pesticides.
- Don't put anything down them.
- Don't wash driveways anymore.
- Having a homeowners association, if we follow the rules, that's the best thing we can do this problem.
- Nothing.
- Blow grass clipping into yard.
- I use a well to water my lawn.
- Keep picking up trash and not washing stuff down the storm drain.
- Do not recall.
- Pick up more trash when I go out on walks.
- By avoiding throwing any kind of trash into the street.
- I don't know.
- We are pretty pollution free.
- I have no idea.
- Use less water, and not clean your car in your driveway.
- Not hose down driveway.
- Always been aware of it.
- Make sure there is no runoff.
- Probably could go around and police other people's trash and their habits.
- I am doing it already.
- I'm not sure.
- Unsure.
- Pick up waste and report any one polluting.
- Don't let oil from your car drain onto the grown.
- Car wash.
- None.
- Water conservation.
- Do more recycling.
- We just make sure we don't hose off anything that will end up in there.
- Use no fertilizer, clean up after pets, and put trash in receptacles.
- Be careful of how you dispose of your trash.
- Don't know we don't have storm drains.
- I'm not too sure.
- Not using anything that will pollute.
- I don't know.
- Sweep and pick up.
- Nothing comes to mind.
- We live in an area where the water goes into the ground not storm drains.
- Don't use chemicals and don't do it where it would runoff.
- Don't wash my car in the driveway.
- Not too sure.

- Use fewer pesticides.
- Continue what I am doing and not hose down driveways.
- Clean up property.
- I am pretty careful about this, I think I'm doing what I can about this.
- I just want to be sure that my car doesn't have leak.
- Change where I wash my cars.
- Nothing.
- Put in draught tolerance yard.
- Unsure.
- Remove the tree.
- Use less water.
- No, because I think water will go where it wants to.
- Don't leave the sprinklers on to long fix broken sprinklers fast.
- Waste from dogs and chemicals etc.
- Try harder to keep trash out. We don't have any trash, we are 100 safe.
- Not hose off driveway.
- I have no idea.
- I stop washing my car in the driveway to prevent water ending up in the gutter.
- We do not pollute.
- We do not have storm drains on our street, but we are careful with our gardening, car cg. I think e do what we can because we care about this . We are not extreme, but we do is.
- Use less water.
- Refrain from throwing trash in the street and pick up dog waste left on the ground.
- Watch what I put in the drain.
- I could take my car to the car wash instead of washing it on the street.
- Don't have any idea.
- Put lids on trashcans.
- Can't recall.
- Nothing.
- Overwater yard.
- I do a lot of recycling and only water to wash my car and not a lot.
- Keep doing the right thing.
- Get sure everything is picked up.
- Don't put stuff in the drains, make sure no water doesn't go down in the property.
- None.
- Changed sprinkler.
- I keep my property clean, pick all trash, and make sure that water does not run to the so to local car ash.
- Don't water driveway and put trash in trashcan.
- Pick up litter.
- Maybe recycle more.
- I don't wash down my driveway I only sweep.
- Cut back water use.
- Controlling water usage so it doesn't runoff.
- Not aware of any program.
- None.
- Cut down watering.
- No.
- Keeping any water from draining off our property.
- Make sure the garbage is picked up and no oil gets in the drains.
- Pick up dog pooh.
- No.
- Stop putting trash in the drain.
- Can't think of anything.
- Not use chemicals , don't litter.
- Water reduction.
- Don 't litter.
- Don't pollute.
- I really don't know.
- Nothing.
- I'm not affected.
- By reporting any people polluting and keeping the drains clean.
- Continue to be cautious.
- Don't change own oil.
- Don't litter.
- Don't know.
- I guess keep your septic line clean I really don't know.
- I suppose washing cars the soap goes into drains.
- We don't pollute, we don't wash anything into storm drain.
- I respect notice.
- Stop littering.

- Not wash car in driveway.
- Became more aware of not to litter.
- Don't throw oil into drains.
- Be careful about what I wash down the drain.
- We take our cars to car wash.
- I am not sure.
- Cut down on water use.
- Don't put trash/toxic substances in the storm drain.
- Keep street clean of debris because it goes into the local river.
- Not washing the car in the driveway.
- Don't wash driveways.
- Don't let water run down the street.
- If you spill chemicals, cleanup it up.
- I don't know.
- I have always respected clean environment.
- Don't know.
- Watch trash that's thrown away, maybe recycle more.
- Keep picking up after animals and bring a bag to pick up random litter.
- Don't know.
- Not really.
- Minimizing fertilizers and chemical on yard.
- I don't have a drain.
- Watch what's washing off on my driveway.
- Don't let water runoff.
- I don't hose my driveway.
- I could support an organization that protects against storm water pollution.
- Keep property clean.
- Apartment.
- Regular things like recycling.
- Don't use pesticides.
- Don't know.
- We are always aware of it.
- Preventing runoff and keep trash out the gutters.
- Less of those plastic grocery bags.
- I have reduced my lawns so I do not use as much water as we used to.
- Not throwing any garbage in the street or sidewalk.
- Could stop wasting water.
- Watch what you put in the drain.
- Be cautious.
- No can't think of any.
- Pick up trash I see.
- Not hosing down the street.
- Fix sprinkles so water won't runoff into the street.
- Nothing.
- Can't name any.
- I stopped washing my car on the street and I took it to a car wash.
- I don't use chemicals or pesticides.
- Don't put waste in the storm drains.
- I make sure that I don't put something in storm drains.
- Picking up trash, dog poop, grass and leaves.
- We don't hose anything down.
- Clean up the ground around my home.
- Don't know.
- Not wash car vehicle as much.
- Make sure everything goes where it's supposed go.
- Be careful not to scatter debris.
- Keeping the pesticides away from the street.
- Maintenance.
- We have rolls so nothing goes anywhere.
- Not wash your driveway into your street.
- No.
- We don't have storm drains.
- Fertilize less.
- Not to wash sidewalks or change the oil on my car.
- I live in a rural area.
- To make sure to recycle and keep things clean.
- No.
- Don't throw litter in the water.
- Cut out pesticides.
- Pick up trash.
- No, I can't.
- We have a septic tank.
- DK.
- No sewer system, in high desert area.
- Move everything inside.
- Do not really know.

- I stopped hosing down.
- Nothing.
- Nothing.
- Nothing he can do, he doesn't have storm where he lives.
- Never put things in the drain.
- No.
- Don't know.
- Nothing.
- Not really.
- Not to use any pesticides or chemicals on your plants and grass.
- Pick up trash more so it won't go into the lakes and beaches.
- Turn the water down.
- Stop washing your car in the driveway and don't hose driveway down.
- Not washing driveway down with water.
- Sweep instead of hosing the driveway.
- Not using fertilizers.
- Make sure trash doesn't go into the drain.
- Reducing water usage.
- Use less water.
- Never wash the driveway.
- We are cautious.
- I keep our culvert clear.
- Make sure none of my water from the garden runs into the street.
- I clean up, I don't use the hose.
- None.
- Being very careful.
- Hosing your driveway off.
- Pick up your own trash.
- Don't wash; sweep things.
- Cut the population in half; the more people, the more pollution.
- New irrigation system in yard.
- None.
- Nothing goes into the drain from my house.
- When you plant something, you make sure that it will take in the water and not run dill.
- No, I can't.
- Not to water much and watch trash.
- Collect bottles to recycle so they don't get in the drains.
- Less scattering.
- Not sure.
- Don't know.
- When I wash my car, I do it on the lawn.
- None.
- I don't really know.
- None.
- No, I can't name anything.
- Use better pesticides and use them more carefully.
- Less trash.
- Not to wash the car.
- I don't pollute.
- Does not apply.
- Try to keep the drains free of trash.
- We don't hose anything off, don't wash the cars at home, and don't flush chemicals down t
- Don't wash car in driveway
- Where I live, we don't have storm drains.
- Park manager know where the run offs are
- Making sure that household wastes are disposed of correctly and use the recycling bins
- I myself sometime throw trash into the street from my car or something so I must stop that horrible behavior
- Not dumping my oils and pesticides to where they get in the waterways
- Nothing
- Not wash cars
- I can't think of anything
- Don't put anything down in there
- Nothing
- We could run all flatlanders back into town then it would be no problems
- We don't have any storm water pollution
- Planted ground cover to prevent erosion
- If we didn't use any fertilizer, it would better for the environment
- I don't pollute
- I am out in the mountains does not really apply

- Not at this time
- I don't have storm drains here
- I don't know
- None
- Stop throwing trash in the street and I have a bad habit of putting my dog waste in instead of disposing of it correctly
- Try to use natural fertilizers
- Saving water
- No hosing and no pesticides
- Trash-washing car
- Not put pesticides on my garden
- We have no storm drains in our area
- Build infiltration
- Don't know
- I can't think of anything
- We adjusted sprinklers
- Nothing
- Watering every other day
- I don't wash your car in the driveway
- Use less water
- Don't litter
- I made my husband start taking our car to the car wash to wash it instead of washing it the yard
- Nothing, I live in a rural area without storm drains
- Stop washing car in driveway
- Not really
- Shoot the Mexicans
- Created something to catch the water before it run off in the street
- I really don't know because we don't use water out front too much
- Don't wash our cars on the street
- Not to wash anything down the streets
- I am in a canyon (rural) does not apply to him
- Stop watering my grass
- I changed the toilet and adjusted my sprinklers and shower heads
- Properly dispose of plastic items
- Nothing I know of.
- I am an old man there is nothing I can do
- Already comply with getting green
- Don't litter in lakes, properly dispose of cigarette butts
- Recycle oil, don't hose down sidewalks or yards
- No
- Not really
- No not really
- Don't change oil and don't dump on ground
- Water our trees individually
- None
- I can't think of anything at the moment
- Not litter and try to keep the storm drains clean
- Keep the drains clean
- Not to wash off sidewalks
- Sweep driveway instead of hosing
- No
- I don't leave trash out and I don't wash my cars
- Decreased water used in yard
- Stop washing cars in driveway
- Conserve water and don't let the water run
- Not sure
- Clean up and use less water
- Not hosing off driveway
- Not really
- I don't think that I can do that much. I don't do much to contribute to it.
- I don't think so
- Not much
- Used less water on the lawn
- Clean up your own trash
- Limit spraying of chemicals on property
- Clean up our streets
- Decreased the water usage outside
- I can't think of anything
- Not washing car and sweeping the street
- Avoid washing my car in the drive way
- I can pick more trash up that I see on the ground
- Planted a few hundred pine trees
- None
- Don't wash cars anymore
- Everything I do to keep pesticides controlled in good weather conditions

AGGREGATE RESULTS
SAN DIEGO COUNTY UNINCORPORATED AREA STORMWATER SURVEY
GOODWIN SIMON STRATEGIC RESEARCH

N = 500

Gender of Respondent

1 (Male) -----47%
2 (Female)-----53

Time Started _____

Time Finished _____

Total Time _____

Hello, I'm _____ from G-S-V Research, a public opinion research company. May I speak to _____?
We've been asked by San Diego County to conduct a survey of local residents, and your telephone number was selected at random. **(MUST SPEAK TO RESPONDENT LISTED IN SAMPLE. IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER).**

ASK Q.A FOR CELL PHONE SAMPLE ONLY. LAND LINE RECORDS SKIP TO Q.B

A. This sounds like a cell phone. Are you in a place where you can safely talk on your cell phone?

Yes safe place----- 98%
No not safe----- TERMINATE
No not cell phone----- 2
(DON'T READ) DK/NA----- TERMINATE

IF RESPONDENT SAYS NOT IN SAFE PLACE, TELL THEM YOU WILL CALL BACK AND TRY TO REACH THEM WHEN THEY CAN TALK SAFELY. THEN THANK AND HANG UP

ASK EVERYONE

B. Do you still live at **(READ ADDRESS LISTED)**?

Yes -----100%
No ----- TERMINATE
(DON'T READ) DK/NA----- TERMINATE
(DON'T READ) DK/NA----- TERMINATE

1. Do you live in a single family home, a duplex or triplex, a townhouse, an apartment, or a condominium?

Single family **(ASK Q.2)** ----- 89%
Duplex/triplex **(ASK Q.2)** ----- 3
Townhouse **(ASK Q.2)**----- 2
Apartment/Condo **(SKIP TO Q.13)**----- 5
(DON'T READ) Other (SKIP TO Q.13) ---- 2
(DON'T READ) DK/NA (SKIP TO Q.13)---- 0

2. Now, thinking about your home, is there a yard or garden that you or someone in your household is responsible for? (N = 470)

Yes **(ASK Q.3)** ----- 93%
No **(SKIP TO Q.9)**----- 7
(DON'T READ) DK/NA (SKIP TO Q.9) ---- 0

IF YES ON Q.2 ASK:

3. Is your yard or garden maintained by you or others in your household? By a gardening service? Or by both household members and a gardening service together? (N = 435)

You/other in household ----- 74%
Gardening service ----- 12
Household/garden service together ----- 14
(DON'T READ) Not maintained ----- 0
(DON'T READ) Other ----- 0
(DON'T READ) DK/NA ----- 0

4. Do you have an automatic sprinkler system for your yard or garden? (N = 435)

Yes (ASK Q.5) ----- 69%
No (SKIP TO Q.7) ----- 31
(DON'T READ) DK/NA (SKIP TO Q.7) ----- 0

IF YES ON Q.4 ASK Q.5

5. When your sprinklers go on, does a noticeable amount of water end up in the street? (N = 300)

Yes ----- 4%
No ----- 96
(DON'T READ) DK/NA ----- 0

6. In the last year or so, did anyone adjust the sprinklers in your yard or garden to reduce the amount of water you use? Or did that not happen in the last year? (N = 300)

Yes ----- 74%
No ----- 22
(DON'T READ) DK/NA ----- 4

7. In the last year or so, did any fertilizers get used on your yard or garden? (N = 435)

Yes ----- 52%
No ----- 44
(DON'T READ) DK ----- 4

8. In the last year, did any pesticides or chemicals get used on your yard or garden to control insects, weeds, or plant diseases? (N = 435)

Yes ----- 34%
No ----- 63
(DON'T READ) DK/NA ----- 3

9. Do you have either a driveway or an off-street parking area that is for your home? (N = 470)

Yes (ASK Q.10) ----- 94%
No (SKIP TO Q.11) ----- 6
(DON'T READ) DK/NA (SKIP TO Q.11) ----- 0

IF YES ON Q.9 ASK Q.10:

10. Please tell me if your driveway or off-street parking area was cleaned in each of the following ways in the last year. You can answer Yes or No to each one. (ROTATE) (N = 442)

	YES	NO	DK/NA
[] a. By sweeping it -----	72%	28%	0%
[] b. By hosing it down -----	18	82	0
[] c. By blowing materials off it -----	51	49	0

11. Do you or does someone in your household ever clean the sidewalk in front of your home? You can answer Yes or No, or you can tell me if there is no sidewalk in front of your home. (N = 470)

Yes (**ASK Q.12**)----- 26%
 No (**SKIP TO Q.13**) ----- 25
 No sidewalk (**SKIP TO Q.13**) ----- 49
 (**DON'T READ**) DK/NA (**SKIP TO Q.13**)--- 0

IF YES ON Q.11 ASK Q.12:

12. Please tell me if you or someone in your household did or did not clean the sidewalk in front of your home in each of the following ways in the last year. You can answer Yes or No to each one. (**ROTATE**) (N = 124)

	YES	NO	DK/NA
[] a. By sweeping it -----	86%	14%	0%
[] b. By hosing it down -----	23	77	0
[] c. By blowing materials off it -----	45	54	1

ASK EVERYONE:

13. Do you have a dog in your household?

Yes (**ASK Q.14**)----- 55%
 No (**SKIP TO Q.16**) ----- 45
 (**DON'T READ**) DK/NA (**SKIP TO Q.16**)--- 0

IF YES ON Q.13 ASK Q.14

14. Thinking about the person who most often walks your household's dog: How often would you say that this person picks up the dog's waste for disposal during the walk? Use a 1 if that person never picks up the waste, a 10 if they always pick up the waste, or use any number in between. If your dog generally does not get taken on walks, just say so. (N = 277)

IF NEVER TAKEN ON WALKS, RECORD AS 11
IF DOG DOES NOT POOP ON WALKS, RECORD AS 12
IF NOT SURE/REFUSED, RECORD AS 99

	NEVER										ALWAYS		DK	
	1	2	3	4	5	6	7	8	9	10	11	12	99	
PICKS UP WASTE-----	8%	1%	1%	0%	2%	1%	3%	3%	3%	58%	17%	3%	1%	

IF REPONSE IS 2 TO 10 IN Q.14 ASK Q.15, OTHERWISE SKIP TO Q.16:

15. Please tell me if you or someone else in your household dealt with your dog's waste while on a walk in each of the following ways in the last year. You can answer Yes or No to each one. (**ROTATE**) (N = 197)

	YES	NO	DK/NA
[] a. Put it in the garbage -----	91%	8%	1%
[] b. Hosed or moved it into the street -----	3	95	2
[] c. Left it on the ground to decompose -----	18	81	1

ASK EVERYONE

16. In the last year, how often did you see dog waste on the block where you live that was not cleaned up and was left on the street or sidewalk? Use a 1 if you NEVER saw that on your block, and use a 10 if you saw it very frequently. Or use any number in between.

	NEVER										VERY FREQ		DK
	1	2	3	4	5	6	7	8	9	10	99		
SEE WASTE-----	46%	13%	8%	5%	8%	3%	3%	3%	2%	7%	3%		

17. In the last year, how often did you see litter on the block where you live? Use a 1 if you NEVER saw litter on your block, and use a 10 if you saw it very frequently. Or use any number in between.

	NEVER										VERY FREQ	DK
	1	2	3	4	5	6	7	8	9	10	99	
SEE LITTER-----	38%	18%	11%	7%	9%	4%	3%	3%	2%	7%	1%	

IF PUNCH 2-10 ON Q.17 ASK Q.18

18. When you see litter on your block, how often do you pick it up and dispose of it in a trash container? Use a 1 if you never pick up litter, a 10 if you always pick up litter, or use any number in between. (N = 313)

	NEVER										ALWAYS	DK
	1	2	3	4	5	6	7	8	9	10	99	
PICKS UP WASTE-----	9%	5%	5%	7%	13%	4%	8%	14%	7%	29%	0%	

ASK EVERYONE

19. When our beaches, oceans, lakes, and creeks get polluted, how much do you think this affects you and your family? Please use a scale of 1 to 10, where 1 means this pollution does not affect you at all, and a 10 means it affects you a great deal. Or use any number in between. **(ROTATE)**

	NOT AT ALL										GREAT DEAL	DK
	1	2	3	4	5	6	7	8	9	10	99	
AFFECTS FAMILY-----	13%	4%	4%	4%	11%	5%	9%	13%	3%	34%	3%	

20. In the last year, did you avoid going into the water at an ocean or bay beach in San Diego County because you were concerned about pollution in the water?

Yes ----- 23%
 No ----- 75
(DON'T READ) DK/NA ----- 2

21. In the last year, did you avoid going into a lake or river in San Diego County because you were concerned about pollution in the water?

Yes ----- 13%
 No ----- 84
(DON'T READ) DK/NA ----- 3

22. Now, as far as you know, do you live in a watershed, or not?

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
Watershed-----	19%	44%	37%

23. Have you ever heard of the term "storm drain" before, or not?

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
Heard of storm drain-----	94%	6%	0%

24. Now, I want to ask you what happens to water when it runs down into the gutter on your street. Does that water end up flowing into a storm drain? Or not? If you are not sure, just say so.

Yes ----- 54%
 No ----- 27
 Not sure ----- 16
(DON'T READ) NA ----- 3

25. When water goes into the storm drains in your area, does it go to a sewage treatment plant before it is released, or is it released into local waterways or the ocean without treatment? If you are not sure, just say so.

Is treated ----- 11%
Is not treated ----- 39
Not sure ----- 45
(DON'T READ) NA ----- 6

26. In fact, water in storm drains in San Diego County does not go into the sewage system, and flows directly into local waterways and the ocean without being treated.

From what you know or may have heard, what are one or two major sources of pollution in storm drains? (FILL IN THEN SUPERVISOR CODE)

Litter/trash ----- 34%
Fertilizers/pesticides ----- 19
Animal/human waste ----- 11
Automobile oil/fluids ----- 32
Cleaning products ----- 17
Waste/general ----- 3
Leaves/yard waste/dirt ----- 7
Cigarette butts ----- 3
Runoff ----- 9
Rain ----- 1
Sewage ----- 2
Construction/Industrial sources ----- 1
Paint ----- 1
Other ----- 0
Not sure ----- 13
May exceed 100% as multiple responses allowed

27. In the last year, did you see or hear anything about steps that any local government agencies in this area are taking to prevent pollution of the water in storm drains?

Yes ----- 40%
No ----- 58
(DON'T READ) DK/NA ----- 2

28. In the past year, did you make any changes in your behavior to reduce storm water pollution?

Yes **(ASK Q.29)** ----- 32%
No **(SKIP TO Q.30)** ----- 64
(DON'T READ) DK/NA (SKIP TO Q.30) ----- 4

ASK Q.29 IF YES ON Q.28, OTHERWISE SKIP TO Q.30

29. Were any of those changes a result of seeing or hearing information about what polluted water in storm drains does to local waterways, the beaches, and the ocean? If you don't recall, just say so. (N = 163)

Yes ----- 50%
No ----- 37
Don't recall ----- 11
(DON'T READ) DK/NA ----- 2

30. Now, can you name something you did, or could do, to help prevent storm water pollution? (RECORD VERBATIM, THEN SUPERVISOR CODE – ACCEPT FIRST RESPONSE ONLY)

Don't use or use less fertilizers/pesticides/chemicals----- 5
 Conserve/use less water ----- 10
 Take car to carwash/don't wash at home ----- 6
 Wash car on the lawn or so water does not go in street ----- 0
 Pick up trash and litter ----- 11
 Clean gutters/streets/remove trash from street----- 3
 Keep leaves and grass from going in street or gutter----- 1
 Pick up after dog ----- 2
 Use less/don't use soap ----- 0
 Recycle more ----- 2
 Don't pour oil into street/take used oil for proper disposal----- 3
 Keep polluting materials out of storm drains ----- 3
 Don't hose down driveway/sidewalk/street ----- 8
 Keep property clean ----- 2
 Already doing as much as I can ----- 6
 Prevent water runoff----- 4
 Does not apply/do not have storm drains----- 7
 Other ----- 3
 Nothing ----- 12
 Not sure ----- 12

31. I'd like to read you a brief list of statements about this topic. After you hear each one, please tell me if that statement applies to you, or not. (IF APPLY ASK): Does it strongly apply to you or somewhat apply?" (**ROTATE**)

	STR APP	S.W. APP	NOT APP	DK NA
[] a. I don't know that much about actions I can take to reduce storm water pollution-----	22%	20%	57%	1
[] b. With everything else going on, preventing storm water pollution is not that important in my life -----	14	19	65	2
[] c. Most of the actions I could take to reduce storm water pollution are expensive-----	4	6	78	12
[] d. I would do more to stop storm water pollution if were less of a hassle to do so-----	13	16	67	4
[] e. I would like to do more to stop storm water pollution but I just don't have time -----	13	21	64	2
[] f. I don't care that much about storm water pollution because I don't often swim in the ocean or lakes -----	9	9	81	1
[] g. Any storm water pollution I might cause is too small to make a difference -----	11	13	73	3
[] h. Before this call, I had not given much thought to how I could reduce storm water pollution-----	27	20	53	1

32. Have you ever visited a website to get information about ways to reduce storm water pollution?

Yes ----- 9%
 No ----- 91
 (**DON'T READ**) DK/NA ----- 0

33. Have you heard of a telephone hotline which can be used to get information about preventing pollution, or to report activities that may be polluting our local beaches and storm drains?

Yes **(ASK Q.34)**----- 21%
 No **(SKIP TO Q.35)** ----- 79
(DON'T READ) DK/NA **(SKIP TO Q.35)**--- 0

IF YES ON Q.33 ASK Q.34

34. In the last year, did you call a storm water pollution prevention hotline for any reason? (N = 104)

Yes ----- 5%
 No ----- 95
(DON'T READ) DK/NA----- 0

ASK EVERYONE

35. What would be the main reason you might call a storm water pollution prevention hotline in the future?
(READ-ROTATE)

- [] A. To get information about how to prevent pollution ----- 20%
 OR
 [] B. To report activities that might be polluting our local beaches and storm drains----- 54
(DON'T READ) Neither/not interested ----- 12
(DON'T READ) Both----- 12
(DON'T READ) DK/NA----- 3

36. Now, following are some reasons that people have given for NOT calling their local storm water pollution prevention hotline. After you hear each one, please tell me if that reason applies to you, or not. (IF APPLY ASK): Does it strongly apply to you or somewhat apply?" **(ROTATE)**

- | | <u>STR</u>
<u>APP</u> | <u>S.W.</u>
<u>APP</u> | <u>NOT</u>
<u>APP</u> | <u>DK</u>
<u>NA</u> |
|---|--------------------------|---------------------------|--------------------------|------------------------|
| [] a. I worry about what my neighbors would do if I reported them for polluting ----- | 6% | 11% | 81% | 2% |
| [] b. I never see any polluting behavior ----- | 28 | 25 | 47 | 1 |
| [] c. It is the responsibility of government to deal with this, not mine----- | 6 | 10 | 82 | 2 |
| [] d. I am concerned that my name will not be kept confidential if I report someone for polluting----- | 7 | 13 | 79 | 2 |
| [] e. I don't have time to call----- | 5 | 12 | 82 | 1 |

37. If you saw someone doing something that polluted local waters, what would be the most convenient way for you to report it – assuming your name would be kept confidential? **(ROTATE)**

- [] A. Calling the telephone hotline ----- 52%
 OR
 [] B. Sending an email----- 18
 OR
 [] C. Entering a report on a website ----- 10
 OR
 D. Sending a text message----- 5
(DON'T READ) None----- 5
(DON'T READ) Would not report it ----- 4
(DON'T READ) All ----- 5
(DON'T READ) DK/NA----- 2

I HAVE JUST A FEW ADDITIONAL QUESTIONS FOR STATISTICAL PURPOSES ONLY

38. Are you of Hispanic or Latino origin or descent, or do you consider yourself Hispanic or Latino?

Yes ----- 14%
No ----- 85
Refused ----- 1

39. Would you describe your race as Black or African-American; Asian or Asian-American; White or Caucasian; Native American, mixed ethnicity, or something else? (IF RESPONDENT SAYS THEY ARE HISPANIC OR LATINO, DO NOT CODE. PROBE FOR WHICH RACE.)

African-American ----- 2%
Asian-American ----- 2
Caucasian ----- 79
Native American ----- 1
Mixed ethnicity ----- 3
Other ----- 8
Refused ----- 4

40. Would you describe where you live as mostly urban, suburban, or rural?

Urban ----- 12%
Suburban ----- 38
Rural ----- 48
(DON'T READ) Other ----- 1
(DON'T READ) DK/NA ----- 1

41. Do you own the home where you live or do you rent it?

Own ----- 88%
Rent ----- 11
(DON'T READ) Other ----- 1
(DON'T READ) DK/NA ----- 1

42. What was the last level of school you completed? (IF COLLEGE GRAD, CLARIFY IF 2 YEAR ASSOCIATE OR 4 YEAR BACHELOR DEGREE)

LESS THAN GRADE 12 ----- 4%
HIGH SCHOOL GRADUATE ----- 20
SOME COLLEGE, NO DEGREE ----- 27
ASSOCIATE DEGREE ----- 8
BACHELOR'S DEGREE/COLLEGE GRAD ----- 29
POST GRADUATE DEGREE/
PROFESSIONAL DEGREE ----- 12
REFUSED ----- 1

43. What is your age, please? (RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)
AGE: _____ (IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS ABOVE AND THEN ASK:)

Which of the following categories includes your age? (READ LIST.)

18-29 ----- 11%
30-39 ----- 10
40-49 ----- 20
50-59 ----- 24
60-64 ----- 8
65-69 ----- 6
70 or older ----- 18
(DON'T READ) REFUSED ----- 4

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
My supervisor may be calling you to confirm that this interview took place. May I have your first name so she can call and ask for you?

Name Telephone #

That's all the questions I have. Thank you very much for participating in the survey.

CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER ON THE FIRST PAGE.

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

Interviewer's Signature Date

Name _____ Interviewer _____

<u>Sample</u>	
Land line -----	92%
Cell -----	8
English -----	99%
Spanish -----	1
Supervisor District	
1-----	5%
2-----	59
3-----	1
4-----	0
5-----	36
Congressional District	
49-----	25%
50-----	12
51-----	7
52-----	51
53-----	4